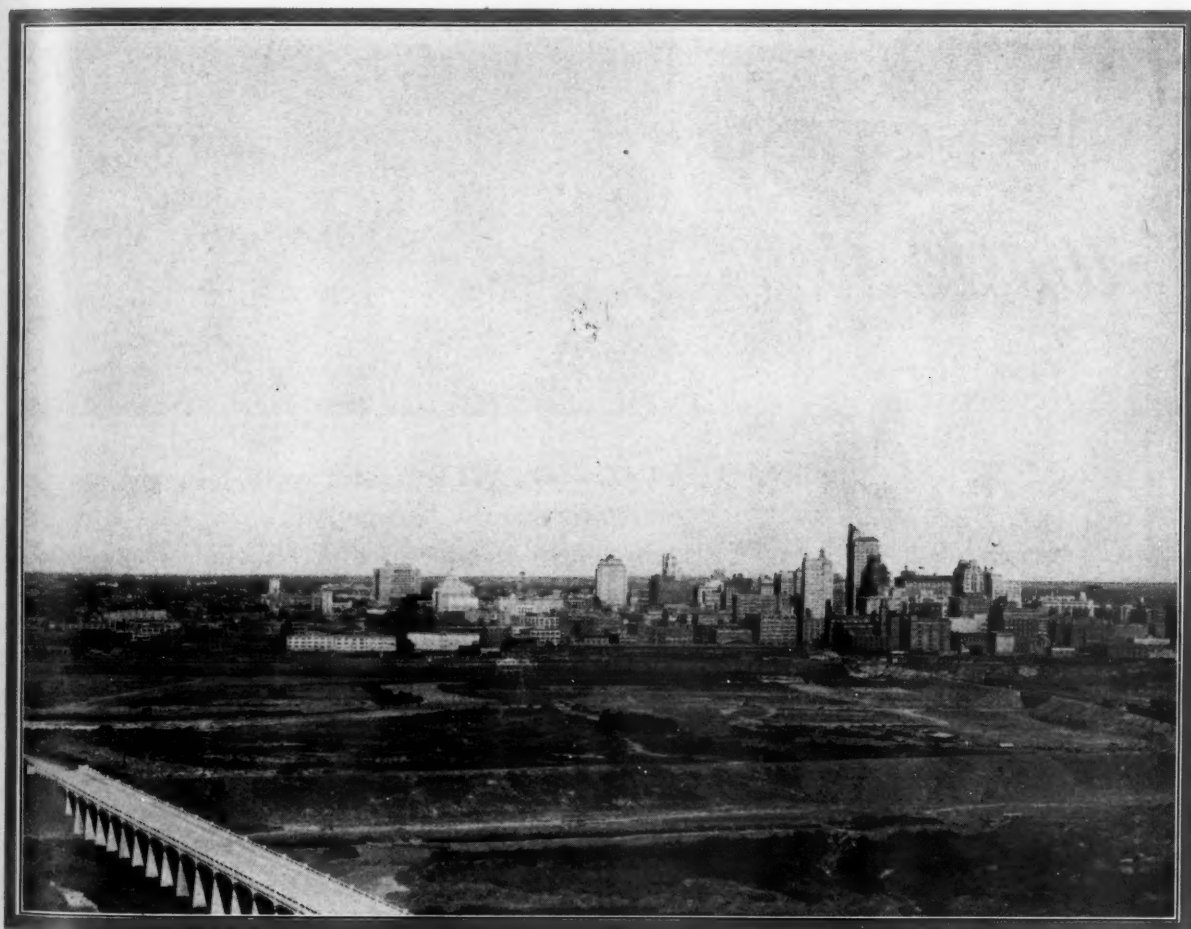


# The DALLAS Magazine

Official Publication of the Dallas Chamber of Commerce

**Volume 10, No. 9    SEPTEMBER, 1931    Price, 15 Cents**



Photograph Courtesy Dallas Power and Light Co.

## ***In This Issue:***

SURVEY COMMITTEE REPORT » « CONCERT  
SEASON OPENS » « INDUSTRIAL NEWS  
COMMUNITY CHEST CAMPAIGN » « PRINTING INDUSTRY » « BOATING  
ON LAKE DALLAS » « NEW Y.M.C.A. » « STATE FAIR OPENS



# STEEL COUNTER FILES..... .....STOP *waste steps*



**“Y and E”** STEEL COUNTER FILES speed customer service and save time by keeping work, workers and customers all at one spot. Bills, correspondence, records of all kinds . . . . *right where you want them.* No useless running around—no lost motion.

THESE DOUBLE DUTY UNITS also save costly floor space and cut office overhead by serving both as a counter and as files.

There are “Y and E” STEEL COUNTER FILES to meet your every business need. All units standard and interchangeable. Can be added to or changed at will. Brass bound linoleum tops—easy to clean and long lasting—provide an ideal working surface. Phone for complete information on “*The Friendly Counter.*”

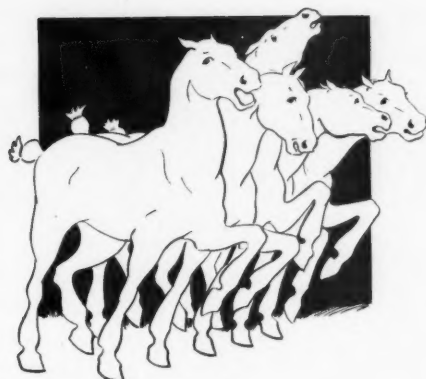
## **STEWART OFFICE SUPPLY Co.**

STATIONERS — OFFICE OUTFITTERS

*Stewart Building*

Phone 7-8585

*Commerce at Lane Street*



## FIVE HORSE POWER *per* FACTORY WORKER

**I**N 1913, according to Edwin Gruhl of the North American Company, every factory worker controlled 3 horsepower. By 1925 this had increased to 4.3 horsepower per worker, and now exceeds 5 horsepower.

Here, briefly, is one of the most important reasons for American world industrial supremacy. Cheap and plentiful electric power, applied to tasks once done laboriously by hand or with outmoded machinery, has been the direct cause of our high standards of working and living.

Not since that dateless day when the brain of some sweating man conceived the wheel as a means of lightening his load has any single discovery contributed so much toward making work easy and leisure enjoyable as has electricity.

Today almost every plan for more effective work under better working conditions and greater freedom from business and household duties centers about

electricity. In office and factory complete electric service dispatches the innumerable tasks of business with greater accuracy, speed and economy than ever before. And in the home, complete electric service has made housekeeping an interesting career, a happy diversion instead of an endless round of drudgery; the housewife has time to make her home more beautiful, more inviting and more livable.

Added to this remarkable convenience of electric service is the important advantage of extreme economy. 20,000,000 American homes and thousands of businesses in city, town and country are already enjoying the use of electricity at low cost. Now every American looks forward to enjoying 100% electric service,

knowing that the ever-widening use of current by old and new users is making the cost to the consumer lower and lower.

### *Attention, Dallas Electricians, Electrical Contractors, Architects and Builders.*

Whenever you contribute to the repairing, remodeling or new building of a Dallas structure of any kind for any purpose, bear in mind that the engineering service of the Dallas Power & Light Company furnishes gratis every type of expert specialized consulting assistance that you may wish—as a supplement to your own thinking—from a clearing house of all electrical problems and their varied solutions. Capitalize on this. It is not for sale to anyone. Yet it can prove a valuable adjunct to your own vital service.

*Phone 2-9321*

*Separate Departments under competent engineers specialize in INDUSTRIAL, COMMERCIAL and RESIDENTIAL problems embracing every use of electricity. Phone 2-9321 and ask for the desired department.*

# Dallas Power & Light Company



### Champions of Fire Prevention

SECURITIES SERVICE CORPORATION  
 EL FOOD CORPORATION  
 DAY & NIGHT GARAGE  
 MAPLE AVENUE TRANSFER CO.  
 TEXAS EAGLE REFINING CO.  
 T. C. LUPTON  
 CHASE BAG CO.  
 LAWSON RUBBER CO.  
 STONELEIGH COURT  
 CHOCOLATE SHOP BAKERY  
 SECURITIES CORPORATION OF AMERICA  
 RIO GRANDE NATIONAL LIFE INS. CO.  
 A. B. C. TRANSFER CO.  
 KEELERS CHIROPRACTIC CLINIC  
 MILLER BROKERAGE CO.  
 SEAMAN FOUNDRY  
 E. V. McCRIGHT CONSTRUCTION CO.  
 MUNGER FLORAL CO.  
 TEMPLE MANUFACTURING CO.  
 ROBINSON-BREWINGTON LUMBER CO.  
 T. W. DAVIDSON  
 THE GUIBERSON CORPORATION  
 AUTOMOBILE UNDERWRITERS INS. CO.  
 SOUTHERN ICE & UTILITIES CO.  
 CHAS. A. MANGOLD INTERESTS  
 MARCY-LEE MANUFACTURING CO.

## Think and Talk Fire Prevention

"To eradicate evil, create sentiment against it." This statement has a psychological background which defies contradiction. It is just as applicable to fire prevention as it is to hi-jacking and banditry. It matters little how modern a city's fire equipment, how effective its fire alarm system or how expert its firemen if the careless disregard of a lighted match or the neglectful flipping aside of a lighted cigarette stub causes a conflagration which results in loss of property and ruthless destruction of life. How to counteract this irresponsibility on the part of the members of society is the question. After having given most careful consideration for a number of years to this most important and most absorbing question, and after having run the gamut of suggestion and experimentation, we are convinced that the most effective tool at hand is that of propaganda translated in terms of education and publicity. The more general the education and the wider the publicity, the more effective is the propaganda. Every man, woman and child in any community is affected by fire loss: hence the necessity to reach every individual through some form of education or publicity. It is necessary to create such a strong mental reaction against fire loss that each person will instinctively cease to be careless and thus eliminate all potential fire hazards as they present themselves.



# Visit the Industrial Heat EXHIBITION



*Harwood Street at Jackson*

**N**OW we have an Industrial Heat Exhibition in our own Building, where visitors are welcome the year around. This new Gas Building at the corner of Harwood and Jackson was built to show the most effective use of natural gas, and here are some of the exhibits you will see:

- Power and Boiler rooms as *clean* and hospitable as the lobby.
- Three large *gas engines* supplying power, lights and electric current for the building.
- *Twin boilers* to furnish steam heat.
- *Weather machinery*, to keep a fresh indoor climate, operated by Silica Gel and natural gas. This valuable Air-condition-

*Our weather apparatus sends out every minute 28,000 cubic feet of conditioned air. Summer or winter, the air will never be hot, dry or stuffy.*



**1000 B.T.U's.**  
per cubic foot is the heat content of Dallas Gas

ing system, the first of its kind in the South, will in time be available for buildings and private houses. It is a remarkable invention for health protection, and for increasing efficiency.

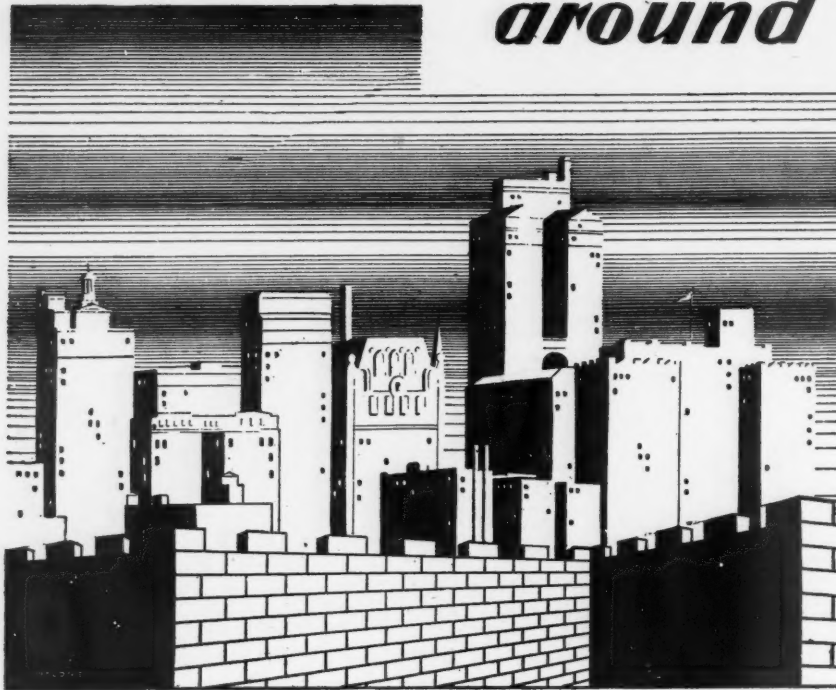
- An interesting "*economizer*", or heat exchanger, to supply hot water. It utilizes the exhaust heat from the gas engines, which is ordinarily lost in most plants.

## Ask Our Engineers

Let our Engineers help you with your heating layout, new or old, large or small. This service is without charge, and usually means more heat with **LESS** gas, due to adjustments and revised specifications.

# THE DALLAS GAS COMPANY

# ...IMAGINE A WALL around Dallas!



Can you imagine Dallas surrounded by a wall—cut off from her retail trading area by some vast obstacle? Can you imagine the people of our city trying to live unto themselves alone—and our stores and business houses struggling to survive with none but city customers? Try to imagine it—the next time you are told that city newspaper circulation is all you need for your advertising!

**PICTURE** Dallas — besieged! Paris in 1871 ... Vicksburg in 1863 ... Orleans in 1429 with the armies of Joan of Arc about her gates ... What pictures of privation the great sieges of history conjure! Yet not in all history has there been a city more dependent upon its surrounding area than Dallas is today.

Round about this city lies a little empire of suburban and rural wealth. Its people are Dallas people in the sense that they think of Dallas as their city—come to its stores, attend its theaters, take in its metropolitan attractions regularly.

The limits of this empire may be generally defined as the distances

from which people may drive to the city and return home in one day. Dallas stores have many regular customers from beyond such limits, but within them nearly everybody is a potential customer—and a worthwhile reader of your advertising.

This is the area that made our city possible in the beginning. It is the wealthiest and best populated retail market in the Southwest. Without the support of its people Dallas would still be a hamlet.

Every really ambitious business house in Dallas knows that it can not live on city trade alone. Every thoughtful Dallas advertiser knows

that there's a big job to be done outside of the city—that it's only the stores which advertise to the entire retail market that will gain—and hold—leadership.

If you are an advertiser and ignore these facts you can not win. As long as this huge family of potential customers lives beyond our city's threshold it is a vital part of your merchandising and advertising plan.

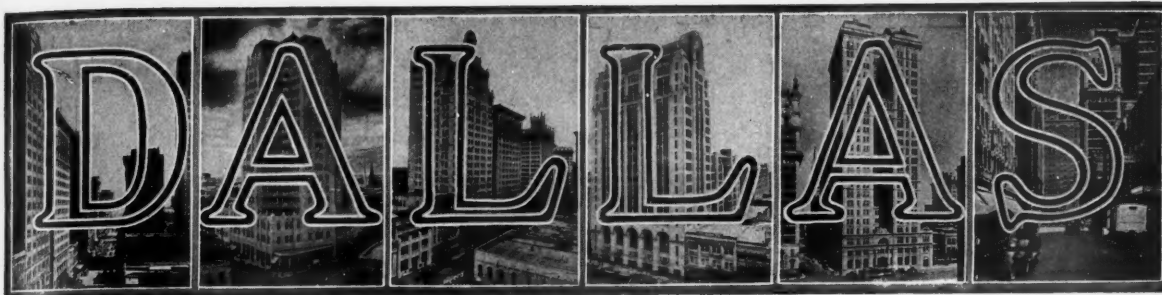
In most other cities, advertisers can reach their outside markets through two or more papers. In Dallas it can be done only through one. To the people of our suburban and country area, Dallas means *The Dallas News*.



The limits of the Dallas retail market are roughly the distance from which a shopper can drive to the city and return in a day.

The News has more city and retail trading area circulation than any other Dallas paper has TOTAL circulation. It has the largest city and suburban circulation in Texas. It gives you coverage of the substantial homes of the city—and it is the only paper that covers the retail trading area as well.

## THE DALLAS MORNING NEWS



OFFICIAL PUBLICATION OF THE DALLAS CHAMBER OF COMMERCE

Published monthly by the Dallas Chamber of Commerce. Subscription price, \$1.50 per year. Entered as second-class matter, Feb. 6, 1922, at the Postoffice at Dallas, Texas, under act of March 3rd, 1879.

Volume 10

SEPTEMBER, 1931

Number 9

# Survey Committee Reports

## Business Men Conduct Study of Operation of Dallas Chamber of Commerce

**T**HE following is a complete report made by the Special Survey Committee appointed by President Arthur L. Kramer to study the operation of the Dallas Chamber of Commerce.

The committee consisted of J. Howard Payne, chairman, Harold Volk, Arthur T. Simpson, O. S. Bog-gess and Ernest R. Tennant. The report was submitted to the Board of Directors at its September 4th meeting by Mr. Payne. The Board adopted a resolution of thanks to Mr. Payne and other members of the committee and ordered that the full report be published in the September issue of "DALLAS" the official publication of the Chamber of Commerce.

\* \* \*

TO THE BOARD OF DIRECTORS,  
DALLAS CHAMBER OF COMMERCE.  
Gentlemen:

The Survey Committee, the appointment of which was authorized in December, 1930, and named shortly thereafter by President Kramer, takes pleasure in submitting its report as follows:

Individual members of the Committee were provided with copies of the report of the Survey Committee which functioned in 1929, for the purpose of acquainting themselves with previous recommendations. Its first conference was held with Mr. Ralph Bradford of the United States Chamber of Commerce

on January 21, 1931. Mr. Bradford had made a personal survey of Chamber of Commerce operations, and under date of February 12th, gave us the benefit of his observations and general suggestions.

One of these suggestions was that the Committee take ample time to carry through its work, and perhaps we have taken this suggestion too literally, for the report is being made several months later than we originally intended it should be made. However, the work has had the best possible attention of the personnel, and we hope that it is the more complete for being thus delayed.

The first step of the Survey Committee was to formulate and send out to all members a questionnaire seeking to ascertain as accurately as possible the general feeling of the membership as to (a) the present activities of the Chamber, (b) their satisfaction with its general operation, and calling for constructive criticism, with suggestions for additional activities, which would enhance its value to the community. Eight questions were formulated; over 1800 letters were mailed out and about 275 replies were received, including 20 special letters. Many of the responses returned on questionnaire blanks were of letter length. In view of the fact that there was no follow-up to the original letter, this return of more than 15% is regarded as being exceptionally good and indicating high interest in their Chamber's operation on the part

of the members.

Question No. 1 was "Do you keep up with the various services of the Chamber as reported monthly in 'Dallas'?" The response to this question was overwhelmingly "yes" and many answers indicated that the question had aroused renewed interest in "Dallas" on the part of members who confessed having not kept up as closely with it as they should have done.

Question No. 2 was "Do you ever have occasion to call on the Chamber for a specific service?" The replies to this question can be roughly classified into "frequently," "yes" and "occasionally." Four replied "frequently," 97 "yes" and 35 "occasionally." This would indicate that about half of the membership is using the Chamber for a specific service, the remainder supporting it for its indirect value to their business and profession.

Question No. 3 was "Is it rendered promptly and efficiently, or else inability to serve satisfactorily explained?" It was interesting to note that but one negative answer was received to this question, and it represented a minor complaint which had already been adjusted. Many of the answers under this question, as was the case throughout, were most complimentary.

Question No. 4 was "Have you observed any apparent misdirection of effort, loss of time, or lack of snap in Chamber of Commerce operation?" Again the answers were overwhelmingly

(Continued on page 20)



# Concert Season Opens

Lawrence Tibbett To Open Series  
Under American Legion Auspices

**D**URING the coming season Dallas music lovers will again have the privilege of enjoying a concert course sponsored by the local American Legion posts and Harriet Bacon MacDonald. As in the case of the course just completed, the program numbers will include various forms of musical expression, so that all tastes will be pleased. A. L. Erlander, chairman of the central committee of the American Legion, will serve as chairman of the concert committee again this season, and all profits accruing to the Legion will be used for welfare work among veterans of the World War, and to maintain the activities of the Legion.

The course opens November 4 with Lawrence Tibbett, American baritone, whose contract with the Metropolitan Opera Company in his second season was followed by an unprecedented triumph. Success on success has crowned him ever since. More than a fine singer, more than a great artist, he is a pioneer of a musical expression distinctly American that is creating a tremendous influence on the music of the country.

"It seems literally impossible for Tibbett to take the well-beaten path," declared one critic. "In opera he points the way to a Promised Land out of the bondage of meaningless Italianate gesture and singing. In concert he is equally a trail blazer, stamping every song with his own personality."

Through this new medium he thrilled the motion picture, dramatic, and music critics to eulogistic superlatives.

Lawrence Tibbett was born in California, where his father, a sheriff, met death at the hands of a desperado whose gang had been cornered by the sheriff. Tibbett's first two engagements were on the speaking stage.



Lawrence Tibbett

At twenty-three he appeared as Iago in Shakespeare's "Othello" and sang the Amonasro in Verdi's "Aida" given in the Big Bowl, Hollywood. Five months later he was given a contract with the Metropolitan Opera Company. His debut in "The Rogue Song" was pronounced as an epoch in the history of the screen.

According to the critic of the San Francisco Call the "mantle of the beloved Schumann-Heink" has fallen on the shoulders of Kathryn Meisle, contralto, who will appear December 8. Other critics, both in the United States and in Europe, are equally enthusiastic.

Miss Meisle has appeared with the following orchestras: New York Philhar-

monic-Symphony, Philadelphia, New York Symphony, Boston, Chicago, Cincinnati, Cleveland, Detroit, St. Louis, Minneapolis, Los Angeles, San Francisco.

Albert Spalding, acknowledged on both sides of the Atlantic as one of the greatest violinists in the world today, is booked for January 25.

Born in Chicago, he has fostered his great gift of music under leading masters of New York, Florence and Bologna. His debut with Adelina Patti in Paris revealed exceptional ability and art. Since then he has played the world over, always to capacity audiences.

Spalding was honored by being selected as soloist with the New York Symphony Orchestra on the first European tour of any American orchestra. In recognition of his war services he was decorated with the Cross of the Crown of Italy, by the Italian government. He also has the distinction of being the first American to ever sit as a judge at the examinations of the Paris Conservatoire.

Last year he was made Chevalier of the Legion of Honor by the French government.

Undoubtedly one of the most novel and unusual numbers in the course will be John Goss, baritone, and the London Singers who come from Merrie England to enliven their American cousins with sea shanties, glees, madrigals, canons, folk-songs, drinking songs, street cries, carols and army songs—all those types which have enlivened English music and

(Continued on page 26)



Jose Iturbi



Albert Spalding



Katherine Meisle



# Boat Racing Is Newest Sport for Dallas

By ANTHONY F. HOPP

Secretary, Dallas Boat Club

**T**HE sports of motor-boating and of sailing have a long history on the Texas coast and in the sections adjacent to the Gulf. Until the organization of the Dallas Boat Club in 1927, little was known of the advantages of White Rock Lake, in our own front yard, where the people of Dallas have one of the finest inland bodies of water in the Southwest.

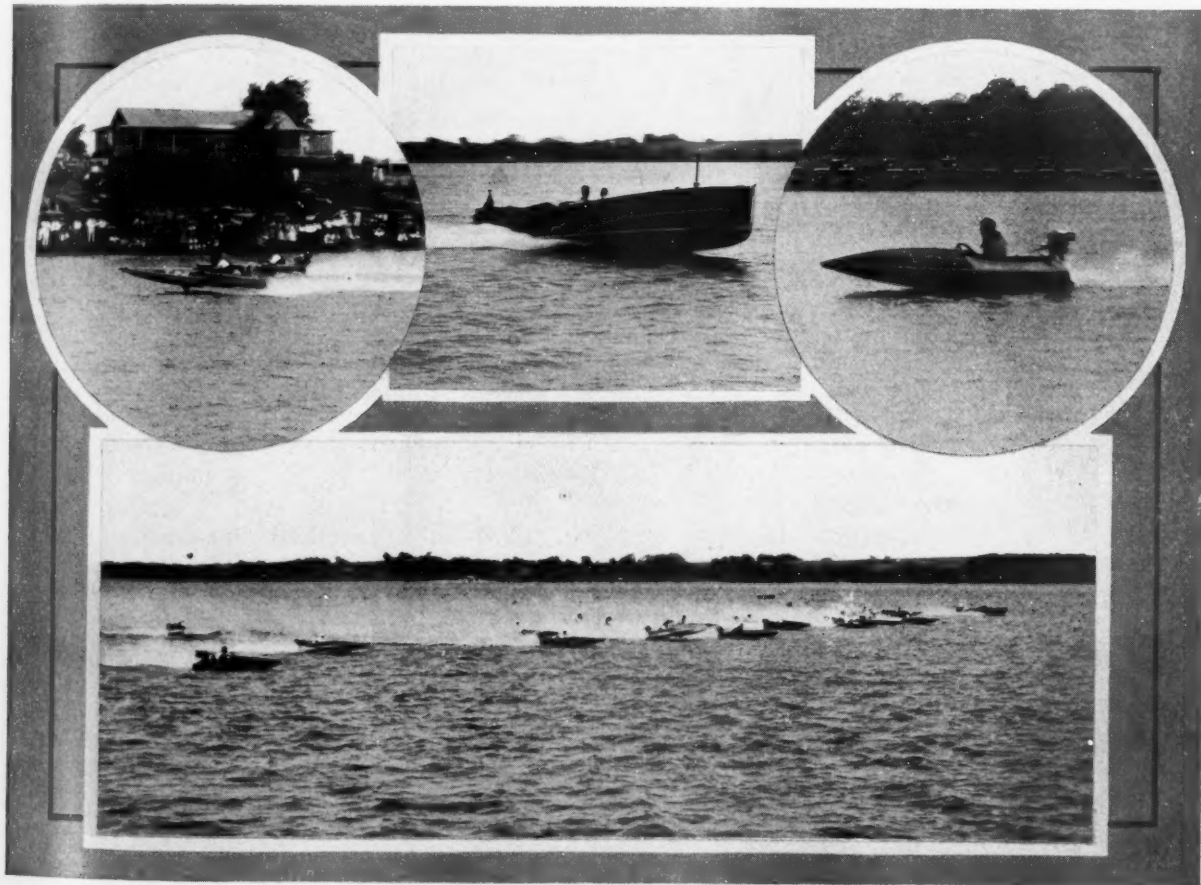
Outboard motor racing was started in 1927, under the sponsorship of the Dallas Boat Club, with "Red" Dow and Otto Coerver as the feature drivers. In 1928 more thrill-hungry lads, took up the driving of these "flying Coffins". In the fall of that year a record speed of 25 miles per hour was reached. Dallas then went on the map as an outboard racing center. Local drivers entered boats at Fort Worth

and won. An invitation was then extended to Fort Worth. Merchants had generously donated merchandise prizes and trophy cups—which Fort Worth won. By this time Arthur Jarvis, Anthony Hopp and Paul Kelly had entered the game of giving the citizens of Dallas free entertainment and local outboard fans had begun to appreciate the entertainment given. The newspapers and other organizations gave strong support and encouraged the sport. In September of '28 a team of Dallas drivers went to San Antonio, taking their boats on trailers. It was their first taste of real competition but they came home with trophies in three events out of seven. The lid had been opened wide—the drivers had learned their "revs" and "props".

In 1929, after many small races, the club held its first annual regatta September 8th. It proved to be the largest race in the South that year. Sixty-seven boats competed; forty-two boats started in one race. The accompanying photo will bring back the pleasant memories of that day to any of the 25,000 fans who jammed the shores of the lake. Notwithstanding competition from 5 states Dallas drivers were among the leading winners. During this meet three new world records were set up in the amateur events.

In 1930 continued improvement was shown. More people and more drivers became interested. On July 13th the second annual regatta was held. Again it proved to be the record race of the South.

(Continued on page 28)



Motor Boat Racing on Dallas Lakes.

# « IMPORTANT NEWS »

## Industrial News

Libby, McNeill & Libby, large food packers, of Chicago, have announced that their Southwestern regional headquarters office and warehouse will be moved to Dallas from Fort Worth just as soon as a new building can be erected on a site selected in the 2900 block on Gaston Avenue. The building will be erected by the Texas & Pacific Railway Company, work to start immediately and the building to be ready in about 60 days. The company will move about twenty-five families from Fort Worth. H. H. Schwark is Southwestern Division Manager.

The Par-Tex Hosiery Company has been organized by E. E. Partain and others, and offices and warehouse established at 1201 Patterson Avenue. The company will sell hosiery direct to the consumer.

The Davis Heating Company, selling gas floor and wall heaters, representing a California manufacturer, has established an office and warehouse at 2201 Laws Street.

Burke, Kuipers, Mahoney & Payne, Inc., New York, national advertising agents for newspaper publishers, have opened an office for the entire Southwest at 715 Southwestern Life Building. A.

W. Howe, formerly national advertising manager of the Port Arthur News, is manager.

Tube-Turns, Inc., Louisville, Ky., manufacturers of pipe fittings, announce the appointment of Walter J. Allan, 2710 Live Oak Street, as distributor for the Dallas district. Stocks will be carried in Dallas.

The Amiesite Asphalt Company of America, Philadelphia, manufacturers of road paving materials, have established an office at 1001 Republic Bank Building, with P. B. Shaw as manager of the Texas-Oklahoma Division.

Vortex Cup Company, Chicago, manufacturers of paper drinking cups, have arranged for the distribution of their products in the Southwest by the Pollock Paper & Box Company, 2236 South Lamar Street.

Pabst Corporation, Milwaukee, cheese manufacturers, have selected Pure Food Distributors, Inc., 1917 North Houston Street, as distributors for the Dallas district.

International Fire & Burglar Alarm Company has moved to Dallas from Fort Worth and has made arrangements with the Kennedy Machine & Brass Company, 3401 Oak Lane Avenue, for the manufacture of a line of fire and burglar alarms, entirely automatic in operation, for home and commercial use. J. G. Pundt, formerly of Fort Worth, is at the head of the new company.

Even Heat Furnace Company, 3919 Gaston Avenue, a division of Penniman, Inc., is planning the manufacture of a line of gas floor furnaces which will be widely distributed from Dallas.

Bitting & Company, investment securities dealers from St. Louis, have established a Texas sales office at 1609 First National Bank Building.

The Carrier Corporation, Newark, N. J., has consolidated the Southwestern offices of its subsidiaries, Carrier Engineering Corporation of Texas, Carrier-York Corporation, and Brunswick-Korschell Company, at 2022 Bryan Street, with T. M. Cunningham as regional manager. These companies manufacture and install air conditioning equipment, unit heaters and coolers, and refrigerating and ice-making machinery.

The National Standard Life Insurance Company of Dallas has purchased the American Provident Life Insurance Company of Houston, and merged the two

## WATCHING DALLAS GROW

Month by month, in this column, will be recorded the growth of Dallas as shown by the available statistical information.

		BANK CLEARINGS		BANK DEBITS	
		1930	1931	1930	1931
January		\$207,852,872.08	\$165,527,152.37	\$249,792,000	\$195,534,000
February		177,426,932.40	147,866,128.21	210,891,000	168,140,000
March		190,336,355.97	156,580,354.47	280,475,000	166,796,000
April		173,552,526.66	156,428,337.23	237,646,000	162,304,000
May		169,373,159.89	150,859,964.72	204,548,000	158,469,000
June		161,405,438.23	149,625,488.57	192,763,000	157,345,000
July		160,236,652.31	142,160,231.66	188,529,000	154,639,000
August		155,351,696.91	126,210,371.13	190,588,000	136,404,000
September		191,975,911.32		221,860,000	
October		197,420,183.33		245,193,000	
November		163,408,483.33		190,377,000	
December		174,024,914.81		228,246,000	
TOTAL		\$2,122,365,126.84		\$2,641,178,000	

		BUILDING PERMITS		POSTAL RECEIPTS	
		1930	1931	1930	1931
January		\$ 535,830	\$ 551,238	\$ 329,647.47	\$ 312,893.64
February		589,012	764,300	327,262.42	279,343.16
March		795,645	546,255	327,534.36	311,220.20
April		1,034,935	540,273	334,307.28	311,408.94
May		569,997	1,327,520	322,891.54	282,304.87
June		664,975	338,500	299,792.10	184,693.45
July		1,314,702	225,630	285,853.18	270,310.07
August		941,165	293,005	291,150.22	253,691.13
September		1,920,910		335,235.91	
October		609,942		365,707.14	
November		883,827		289,019.51	
December		1,275,638		289,506.98	
TOTAL		* 19,285,559		\$3,897,908.11	

		GAS METERS		TELEPHONES	
		1930	1931	1930	1931
January		66,909	67,621	69,340	70,168
February		67,048	67,701	69,390	70,221
March		67,099	67,964	69,440	70,491
April		67,041	68,130	69,492	70,641
May		67,000	68,181	69,536	70,711
June		67,111	68,213	69,552	70,740
July		67,142	68,230	69,601	70,752
August		67,174	68,242	69,632	70,783
September		67,201		69,658	
October		67,228		69,680	
November		67,259		69,701	
December		67,308		69,732	

\*Includes Public Utility Construction.

# S of a GROWING CITY »

companies with executive headquarters on the twelfth floor of the Republic Bank Bldg. William Bacon, of Dallas, is president.

Modern Home Insulators, Inc., 1207 S. Lamar Street, has been organized by A. J. Newton and N. E. Mays, formerly of Tulsa, to handle home insulating materials made by the Eagle-Picher Lead Company in the Dallas district.

## New oil companies:

The Staples Crudoil, 708 Wilson Building; leases.

Buccaneer Oil Company, 1618 Allen Building; oil producers. C. S. Summer, president.

Brown & Hancock, 1503 First National Bank Building; producers.

Dallas Petroleum Company, 1514 Tower Petroleum Building. D. MacDonald, manager.

Valco Oil Company, incorporated by A. V. Lane, Alvin H. Lane and others; authorized capital, \$75,000.

Transcontinental Oil Company, organized by M. G. Thompson, M. B. Thompson and H. C. Vinson; authorized capital, \$10,000.

H. C. & Buda Mauldin Oil Company, 1115 Southwestern Life Bldg.; producers.

Union Oil Company of Texas, 1703 First National Bank Building; B. J. Shaw, C. W. Murchison and O. A. Griffey, incorporators.

Public Oil Transportation Company, incorporated by A. G. Ainsworth, E. B. Holke and F. R. Flanagan; capital, \$10,000.

Monarch Oil & Refining Company, 1518 Allen Building; Charles Davidson.

Royal Petroleum Corporation, Tower Petroleum Building; incorporated by W. R. Dearing, Roy E. Dearing and Cade Johnson; authorized capital stock, \$25,000.

Burgoyne Oil Corporation, incorporated by D. C. Burgoyne, O. H. Burgoyne and E. L. Howard; authorized capital stock, \$100,000.

The Columbia Alkali Corp., Santa Fe Building, Southwestern sales headquarters for the company, with K. C. Frazier as Southwestern manager. Mr. Frazier will distribute products of the Southern Alkali Corp., Corpus Christi, and of the Columbia Chemical Company, New York. These companies are subsidiaries of the Pittsburgh Plate Glass Company.

## October Conventions

Ranked as one of the most important conventions ever to be held in Dallas, the Mortgage Bankers Association of America will bring to this city on October 26-29 officials controlling the placing of billions of dollars worth of real estate loans. Members of the association are said to represent 85% of the funds available for mortgage investment in the United States. O. M. Murray is general chairman of the committee in charge of local arrangements. This will be the first time the association has met in Texas.

October in Dallas, bringing the State Fair, always is a month of many visitors.

A partial list of October gatherings includes the following:

Oct. 10—Southwestern Paper Merchants Association.

Oct. 10-11—Texas Chiropractic Association.

Oct. 10-25—State Fair of Texas, Fair Park.

Oct. 12-13—Texas Memorial Craftsmen.

Oct. 14-15—Texas Eclectic Medical Association.

Oct. 18-19—36th Division Reunion.

Oct.—Texas Feeder-Breeder Association.

Oct.—Texas Baby Chick Association.

Oct.—Southwestern Railway Development Association.

Oct. 17—Fall Conference, Texas Commercial Executives Association.

Oct.—Southwestern Dairy Show.

Oct.—Texas Kennel Club Show.

Oct.—Future Farmers of Texas.

Oct.—State Homeopathic Society.

Oct.—Texas Auto Jobbers Association.

Oct.—Texas Swine Breeders Association.

Oct.—Texas Holstein-Friesian Breeders Association.

Oct.—Texas Czechoslovak Society.

Oct.—Texas Jersey Cattle Club.

Oct. 26-30—Mortgage Bankers Association of America.

Oct.—State Board of Nursing Examiners.

Probably Oct.—Lone Star Gas Company Foreman's Conference.

Probably Oct.—Vacuum Oil Company Sales Conference.

Probably Oct.—Staley Sales Corporation.

## New Firms

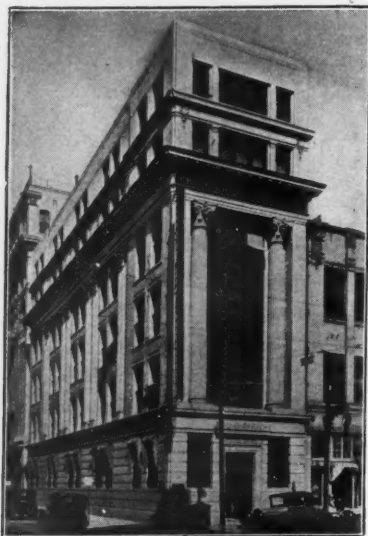
Summary for August and Comparison Eight Months of 1931 with Eight

Months of 1930.

	1930		1931	
	August	8 Months	August	8 Months
Manufacturing	7	67	8	53
Wholesale	14	141	16	151
Retail	15	116	27	167
*Oil	—	—	10	129
Miscellaneous	22	165	28	194
	58	526	89	694
Branches of Sectional or National Concerns	14	151	11	158

\*Included in Miscellaneous in 1930.





## Dallas

Official Organ of the Chamber of Commerce  
Published Monthly

E. C. WALLIS, EDITOR

EARL Y. BATEMAN, BUSINESS MANAGER

Vol. 10 SEPTEMBER, 1931 No. 9

### DALLAS CHAMBER OF COMMERCE

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# EDITORIALS

## Over Production?

It has been reported that many carloads of cabbages have been plowed under in Texas because they could not be shipped at a profit. The onion crop is not moving and other vegetables are not being gathered because they could only be moved at a loss. Yet, doubtless there are thousands of residents in this fertile country who are so hungry that out of cabbage and onions they could devise a feast.

When any staple is said to be over-produced, and yet all of it would be consumed eagerly, could it be placed within the reach of those in need of it, the term "over-production" becomes a misnomer. There might be over-production of certain luxuries, but food is a necessary equation in the process of living. Instead of an over-production of cabbage and onions, there is a stupid economic failure in disposing of them as worthless surplus. It is a disgrace that wholesome food is allowed to rot unharvested while there is hunger that sees no prospect of being satisfied. It shows us to have less sense than we are in the habit of thinking we have.

We developed a kind of lethargy during the past years of exceptional prosperity and we seem to have been in a daze the past few months of strenuous times. We need to realize that the government is not the organization to cure our business troubles (it has already interfered with business too much) and that it cannot be done over-night by the passage of radical laws, such as the prevention of cotton planting for one year, and similar legislation, which is economically unsound, but these troubles can be cured by real constructive thought and hard work on the part of our business interests and individual citizens.

We have the ability if we really try. Let's do it.

## A New Radio Service

The Columbia Broadcasting Company announces two and a half hours of religious services over its national chain of stations for Sunday mornings. Responsible representatives of various religious organizations will sponsor the programs.

When a great corporation, not formed for religious purposes, stops in its busy life to admit devotions, the world will stay and listen. Like a secular paper or Chamber of Commerce that stands for the best in any community, regular radio speaks with more convincing voice than any microphone stationed for that distinct purpose by any denominational or federated body.

When religion is a part of business, not a business in itself, it compels peculiar attention.

▼ ▼ ▼

It takes all sorts of people to make a world, which accounts for the sort of world we have.



# Community Chest Campaign Planned

By WALTER L. PREHN

General Manager, The Southwestern Bell Telephone Company and President The Dallas Community Chest

THERE can be little doubt that Dallas, as it faces its Ninth Annual Community Chest Campaign, is fully aware of the seriousness of the situation that confronts the social organizations of the city. There should be no need, either through the spoken or written word, to attempt to arouse a public consciousness of the need for giving this fall. With two out of every ten people directly affected by unemployment—these figures, national in scope, were recently compiled by the Russell Sage Foundation in New York City—this consciousness has already been aroused.

With this knowledge, then, Dallas is presented this fall with an opportunity to test itself as to the depth of its civic spirit and its public mindedness in much the same manner as during the World War.

That the need exists—and will exist in even greater extent by fall and winter—admits of no argument. How that need will be met in Dallas during 1932 can be told only through the success of the relief plans which will be presented by the Community Chest and the other cooperating organizations.

National figures such as William Cooper Procter, president of Procter and Gamble Company; Lawson Purdy, president of the Board of Taxes and Assessments of New York City; J. Herbert Case, chairman of the Board of Directors of the Federal Reserve Bank of New York, and President Hoover unite in the statement that America is faced with a problem equally as serious as any growing out of the war. Indeed, they agree that not since that time has there been a need for wholehearted, earnest cooperation in providing for a situation which has already assumed the proportions of a national crisis.

The problem has been with us for a year—in reality, it began in the fall of 1929—and while business is said by such authorities as Roger Babson to have passed through its worst phases and to be now on the upgrade, the results of the depression will remain in the lives of men, women and children for many months to come.

Nothing can be gained, and surely the need cannot possibly be met, by refusing to face the situation as it actually exists.

In Dallas during the past year, the Community Chest, through its agencies, gave assistance to four times as many individuals as during the previous year. There is no logical expectancy of any reduction in the number of appeals to come this fall and winter. On the contrary, social agencies all over the country are expecting the volume to increase even further.



Walter L. Prehn

Many families whose wage earners suffered unemployment months ago but who have managed to pull through the past winter and summer, by fall will find their last resources exhausted and will be forced to turn to such social organizations as the Community Chest for assistance of one form or another. These requests will be in addition to those others who suffered the same loss of earning power but who, in the absence of private resources, have, all during this period of stress, been dependent on such organizations.

Men have used their savings accounts, borrowed on their insurance policies and from their friends and relatives until every possible source of money is exhausted.

Where can they and their families turn except to the social agencies of the city?

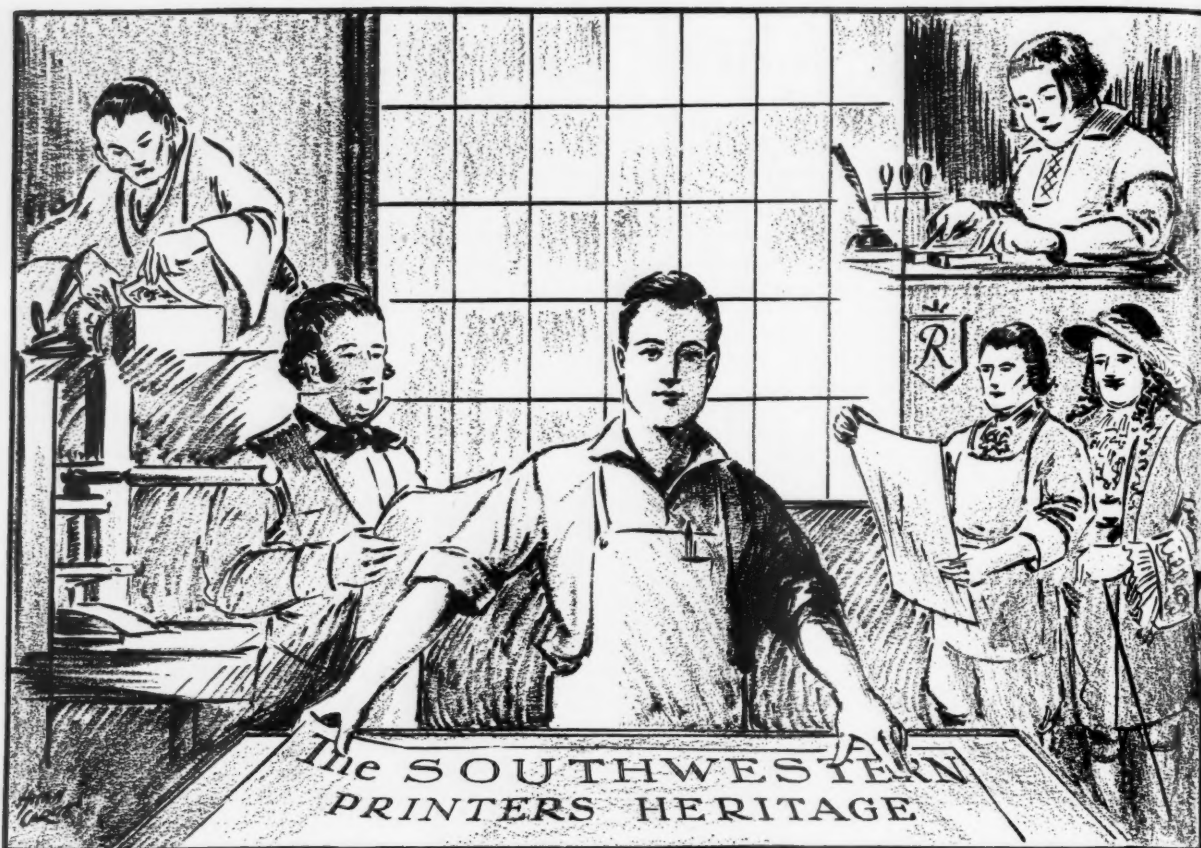
Dallas, as one of the 376 American cities of more than 25,000 population, is expected to care adequately for her own

local needs. When President Hoover and his Committee for Employment turned to the National Association of Community Chests and Councils as the logical organization to meet the problems arising from unemployment, the Association accepted its responsibility. Its affiliated Community Chests, of which Dallas' Chest is one, were charged with the problem of definitely planning to meet their own local needs.

The meeting of such needs can come only through the citizenship of each community putting at the disposal of its Chest and other cooperating organizations sufficient money to care properly for the demands.

This fall, when Dallas faces its Ninth Annual Community Chest Campaign from November 12 to 24, 376 other cities will be doing likewise. Even those cities which have in the past conducted their drives at other seasons of the year, will join in the program of simultaneously raising funds.

And while the problem is a serious one, and one which may not be ignored, there is sufficient money in Dallas to meet it. With the attitude of the moneyed man, the employed man and the cooperation of the churches it will be met. But every man and woman must feel his and her individual responsibility to properly do the job. There can be no avoiding the issue this year. There are enough employed men and women, enough men of comfortable means, enough tax money from city and county government to raise the necessary amount *but every dollar of it is vitally important*. Irrespective of any appropriation set aside by the city government for made work, large sums of money are needed from city and county governments as a contribution to the Community Chest for use in cases resulting not solely from unemployment. Included in these are the needs of the aged, sickness, broken homes caused by separation and divorce, mental and physical disability, long and short time illness, sick and abandoned babies—appeals for aid in cases such as these must be met. Therefore, on the lowest to the highest giver the responsibility rests heavily and only through each giver recognizing his individual responsibility toward his city and the agencies which are equipped to care for these needs can Dallas adequately provide for her own people during 1932.



## What Do You Know About This Two Billion Dollar Industry?

Dallas Fast Becoming the Center of Printing and Engraving in the Southwest

No invention has done more to revolutionize the conduct of life than the invention of printing, making possible the wide dissemination of thought, ideas and news.

The steam railroad made possible the moving of people and merchandise from one point to another, as did the invention of boats thousands of years before. But it is impossible, even at this time, to keep tab on the world by moving about. Necessarily most of us must stay at home and depend upon the printing and allied industries for our information.

Whether it be an entertaining magazine, a scientific tome, a historical story, a chemical formula or the description of a product for sale, it is the printer that carries the story to the millions that make up the world.

There have been many long strides in the industry since some Chinese genius developed writers' cramp from wielding a long skinny brush, and gave printing to the world. It took many years for the new idea to travel from the Orient to the Occident but once here it made rapid progress, and still continues to do so.

It is a far cry from the old Ben Franklin hand press to the present monster presses that handle the printing with which we are familiar from the newspapers, magazines, books and direct-mail literature we receive daily, and incidentally without paying much attention to the intricate machinery and skilled hands which produced it.

Many people do not realize that the printing and engraving industry in the United States has grown to the point that it has now joined the class of two billion dollar industries; many others do not know that Dallas is the center of this industry in the Southwest. Dallas has modern, up-to-date book-binding establishments; the very highest type photo engraving plants; electrotypes; adequate trade composition plants; printing and publishing plants which from a standpoint of equipment, efficiency of operation and service rendered are equal to those in any section of the United States.

One of the distinct services available to all lines of business and industry in this city is the service which the printing and publishing industry of Dallas is

offering to the public. A trip through the printing and engraving plants in the city of Dallas causes one to wonder why any Dallas business concern would ever order printing outside of the city. Based on the latest figures available, it is estimated that the products of the printing, publishing and engraving industry in Dallas have a value of more than six million dollars every year; and the value of buildings and equipment utilized by this industry in the city of Dallas will approximate twenty-five million dollars. This industry furnishes employment for thousands of Dallas citizens, and is a material factor contributing to the success not only of its own, but all other industries of the city.

Printers and engravers of Dallas are starting a campaign in this issue of the Dallas magazine to bring to the attention of other lines of business in the city just what this industry has done, the facilities they have provided and the service they are ready and anxious to give to meet the needs of Dallas industries where the service of modern, well-equipped printing and engraving plants are needed.



# Beginnings

**P**RACTICALLY ALL BEGINNINGS must be announced through *Printing* of some kind. To acquaint the public concerning the beginning of any consolidation, cooperative movement, a new business, a new idea or a new product or service of any kind, *Printing* must be utilized—in either direct mail matter, newspaper or magazine space.

This is the beginning of a series of full page advertisements that will appear in this magazine, for the purpose of laying before the business men of Dallas, some of the facts about the *Printing* and *Engraving* industries of the city, and to point out some of the ways good *Printing* and *Engraving* can be used to help promote more business, in practically every line.

Each name signed below indicates not only a good *Printer* or *Engraver*, but also signifies civic progressiveness and a pride in being a member of one of the oldest and most important crafts in the world.

*This series of advertisements is sponsored by the following named firms which operate their plants on the Open Shop Plan*

## MASTER PRINTERS OF DALLAS

BENNETT PRINTING COMPANY  
BOYD PRINTING COMPANY  
CLARK & COURTS  
COLVILLE, J. M. & SON  
EGAN PRINTING COMPANY  
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SOUTHWESTERN ENGRAVING COMPANY  
A. ZEESE ENGRAVING COMPANY

## MASTER ELECTROTYPERS OF DALLAS

DALLAS ELECTROTYPE CO.  
SAM ROSS McELREATH

*Get acquainted with some of these master printers and engravers.  
They can help you in many ways to go after more business.*



# New Home of Y.M.C.A.

## Building Is One of Finest In the Nation

**S**TEPS graven deeply by the tread of feet for the past quarter century through the stone portals of the old Y. M. C. A. building on Commerce street, will be descended for the last time by its members and officials the latter part of September, when they will move into the new skyscraper quarters at Ervay and Patterson streets.

Towering fifteen stories on the city's imposing skyline, with each successive floor a model of up-to-date equipment and decorative beauty, the new \$850,000 structure stands out a monument to the efforts of its builders and holds forth an invitation to healthful recreation for another twenty-five years. In the days to come, more stone steps will be grooved by thousands of young men who pass under its symbolical triangle, promising mental, spiritual and bodily development.

Since 1885 when the Dallas Y. M. C. A. was first organized to fill a need long felt in this city, moving day has occurred seven times for the association. Each removal has been to larger quarters. Four of these moves were made between 1885 and 1898 when the Y. M. C. A. was located on Jackson street, a building memorable for the first "Y" swimming pool. There the association continued its quarters until a \$70,000 building fund raised in 1906 made possible the construction of the familiar Commerce street building in the following year.

In 1885 the voting of an annual budget of \$4,000 by twelve men headed by W. R. Howell, the first president, and A. F. Foote, secretary, was considered an ambitious step; in 1928, the million-dollar building fund project was accepted in somewhat the same light, but was quickly subscribed by Dallas people, who thus signified their confidence in the past and future of the Y. M. C. A.

This fall the fruits of this confidence are ripening with the opening of the new downtown branch, following close upon the dedication of the new Moorland branch for negroes, and the new Oak Cliff branch. These three structures complete the Y. M. C. A. building program.

In the yellowed old scrapbooks at the downtown Y. M. C. A. are mentioned long lists of benefactors, some dead but many now in their prime who occupy positions of importance in the religious, business and professional circles of the city. Many talents which are now carry-

ing their possessors far, were years ago developing in the group activities of that early Y. M. C. A.

With little money, and what seems now, few conveniences or aids, athletic teams were organized, debating societies formed, clubs drew ever larger and more interested, and social activities flourished, satisfying the gregarious instinct of youth. In those old days, belles and young matrons in puffed sleeves poured coffee for earnest young men at special affairs held in the big lobby, with amateur theatricals later or impromptu talks by future toastmasters.

During the location of the Y. M. C. A. at the Jackson street site, even before its removal to the larger building on Commerce street, it was described in the press of 1904, as "the only place in Dallas always open, which has for its object the betterment of men and boys."

About the same time a secretary's report for 1904 read, "Our building, although inadequate for the work, has been kept open seven days and six nights in the week, and has been the scene of constant activity in every department."

In 1909 there is mention of the first educational department, with four classes of night school work. On Christmas of that year were long accounts, which might have been clipped from last year's newspapers, of a great Christmas day dinner spread for the Dallas newsboys.

Among the people who are carrying on the work of those early religious pioneers are the present Board of Directors, headed by E. R. Brown, and the general secretary of Y. M. C. A. work in Dallas, W. A. Scott, who has worked unceasingly for seventeen years for the betterment of the Dallas association.

Today, as twenty years ago, the Y. M. C. A. is a vital factor in the spiritual, physical and mental growth of the community. Here young men of the city are finding ever-increasing sources of opportunities for wholesome recreation and enlightenment. Its schools, athletic program, church affiliations, social activities, and other services have increased far beyond the most hopeful dreams of its founders and fill a definite place in the civic and intellectual scheme of the city.

And now having outgrown the once commodious Commerce street building,

the Y. M. C. A. is again leaving a beloved home, in its process of expansion.

In the new Y. M. C. A. downtown branch, fulfilling the dreams of many years, is every piece of modern equipment necessary for the most efficient functioning of Y. M. C. A. work. Beautifully decorated recreation and club rooms for both men and boys open from the lobby on the first floor, which also leads to a colorful coffee shop, and to formal banquet rooms. On a lower level are large quarters for the Dallas Street and Newsboys club.

The second floor provides offices for the downtown staff, and also central offices for the general secretary. In the rear is the "Y" swimming pool, suspended on concealed girders, attractively decorated with bright tiles, illuminated in the day by outside light from big windows, and at night by powerful electric flood lights.

In the upper floors are the indoor gymnasium, five handball courts, residence halls accommodating 270 young men, and quarters for the rapidly growing Y. M. C. A. Evening Schools.

Among the interesting innovations of the new Y. M. C. A. is a recreation terrace on the seventh floor level, certain to be a popular spot for outdoor games, sun baths, track work, and also for evening entertainments on summer nights. Another is the new individual Health Service department with all equipment for hydro and light therapy, massage, and corrective exercise, with the entire department in charge of a thoroughly trained director.

On September 28 the new building will open, with the following week devoted to entertainments and inspection tours arranged for all those interested in the downtown "Y". Dedication ceremonies will be held on Sunday, October 4, and complete activities will begin the following day.

The program of the downtown Y. M. C. A. will be arranged and supervised by a newly selected committee of management composed of O. Sam Cummings, chairman; Raleigh Hortenstine, J. Ben Critz, Alfonso Johnson, D. D. Otstott, Earl B. Smyth, E. V. Day, E. N. Johnson, E. F. Boettcher, and Albert T. Walraven. Heading the secretarial departments is S. J. Schreiner, executive secretary.



## A Business Forecast

In discussing the outlook for business, Professor William Foster, a well known economist, quoted the opinions of eight leading financial statisticians which were given at a meeting in New York City on November 4th.

All of these statisticians agreed that business revival would be slow, the only difference of opinion being in regard to the time which would elapse before any recovery would be felt. The poor agricultural situation and the unsettlement abroad appeared to be the most salient factors. Their statements follow:

"The period of readjustment will be long. It will take at least ten years."

"Business will come back to fair, slow operations in three years."

"Conditions abroad will continue to affect our business conditions here. It is conservative to estimate that ten years must elapse before we can see genuinely prosperous business in this country."

"The general prospect is for slow and irregular business for ten years."

"We may expect a slow return to a basis on which business can be done at a profit in about three years."

"Prices will advance a little from present levels and then fall once more. Recovery will be slow."

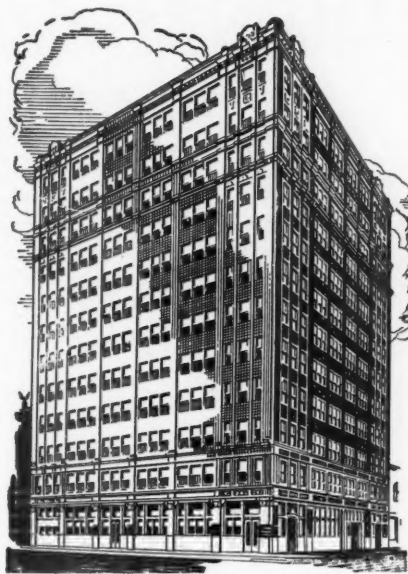
"I expect to see a long and slow recovery to a general level of subnormal low business."

"The farmers will not buy much from the proceeds of this harvest; and, with the price declines in process throughout the world, there would seem to be little prospect of any extensive business revival in the near future."

The humor of this situation lies in the fact that there is "nothing new in pessimism," for Professor Foster continues:

"These pessimistic forecasts were all made on the 4th of November. But it was the 4th of November of the year 1921. At that time business was actually improving, although the experts did not know it. Within four months the gain was so marked that everybody could see it. Within sixteen months business was so far above normal that experts became frightened again. Today, the major economic factors are more favorable to a rapid recovery of business than they were in 1921. It is my sober belief that just as the Depressionists of 1921 were routed, so the Depressionists of 1931 are in for a rude awakening."

—Reprinted from a folder published by  
Carl A. Bundy, Quill and Press.



## LEADERS

among national . . . as well as local . . . business enterprises have been profiting by the convenience . . . the desirability . . . the manifest economy of quarters in the Mercantile Building for over ten years.

### Among the Nationally Familiar Names On Our Roster Are:

Acme Fast Freight Service  
American Appraisal Co.  
American Blower Co.  
American National Life Ins. Co.  
American Service Bureau  
Bear Mill Mfg. Co., Inc.  
Better Business Bureau  
Book of Knowledge  
Brooks-Fisher Co.  
C. & E. I. Railway Co.  
Cannon Mills, Inc.  
Catlin-Farish Co.  
Century Electric Co.  
Compton's Pictured Encyclopedia  
Consolidated Selling Co.  
Cudahay Packing Co.  
Davis Baking Powder Company  
Federated Textiles Co.  
Fuller Brush Company  
G. & G. Atlas Pneumatic Tube System  
General Food Products Company  
Gulf Coast Viavi Co.  
Hooper Holmes Bureau  
Hunter Manufacturing Co.  
Hygienic Products Company  
Imperial Sugar Company  
Irving Iron Works  
Kansas City Southern Railway Co.  
Lane Cotton Mills Co.  
Link-Belt Co.  
Thomas J. Lipton, Inc.

Massachusetts Protective Assn.  
Meinrath Brokerage Co.  
Muscogee Manufacturing Co.  
National Automobile Theft Bureau  
National Newspaper Enterprises  
National Union Fire Ins. Co.  
Owens-Illinois Glass Company  
Pacific Mills  
Pacific Steel Boiler Corp.  
Pet Milk Sales Corporation  
Pictorial Review Co.  
Pillsbury Flour Mills  
Pinkerton's Nat. Detective Agency  
Paul Revere Life Ins. Co.  
Reyburn Manufacturing Co.  
Reynolds Tobacco Company  
Rockwood Sprinkler Co.  
Staley Sales Corporation  
Standard Electric Time Co.  
B. F. Sturtevant Co.  
Texas Daily Press League  
Tre-Jur  
Tilton & Keeler Co.  
United Press  
Vacuum Oil Company  
Van Camp Products  
Warren Webster Co.  
Western Electric Co.  
Welch Grape Juice Co.  
Geo. Wood Sons & Co.  
Woman's Home Companion  
—and many others.

## MERCANTILE BUILDING

MAIN AND LAMAR STREETS

# Bigger and Better

## State Fair of Texas Getting Ready for Opening October 10th

**E**ACH year press agents are high in the praises of their particular endeavor—writing it “bigger and better than ever before.” The same story can be told of the 45th annual State Fair of Texas—October 10 to 25—the story being that it will be “bigger and better than ever.”

Looking forward to a year on par with the average year of the annual exposition, and wishing to give to Texas an exposition of which this State could be justly proud, T. E. Jackson, president of the fair and the directorate went to work early and have worked late on the various departments—educational and “amusement”—that they might better it over previous years.

As the opening day nears, the culmination of these preparations and plans point to the biggest exposition in the 45 years history of the State Fair of Texas—perhaps not the biggest in number of attendance but by far the largest in the many new and interesting features which have been arranged for this year's exposition.

In every department there has been vast improvements.

More space has been added to the agriculture department, and more county exhibits, more individual exhibits and the greatest display of agriculture products ever seen in this State and perhaps the entire South will be shown in this department.

“We will have an increase of 25 per cent in county and individual exhibits,” J. A. Moore, superintendent of the department has announced, “and will have at least a 30 per cent increase in the quality of the products shown in the Agriculture Building.”

A complete livestock show will be kept on the fair grounds throughout the entire exposition. This will not interfere with the arrangements of the past two years when beef cattle shows and dairy shows have been held separately. They will be held separately again this year, the beef cattle show being during the first week of the State Fair and the dairy cattle show during the second week.

However, beef cattle will be on exhibit during the entire two weeks of the fair and dairy cattle will be brought into the fair during the first week—where the exhibitor so desires.

One of the new features of the Livestock Show will be the Hall of Champions which will be established in the Dairy Products Building and where all championship cattle, just as soon as they are declared a champion of a class, will be placed on exhibit.

A visitor to the fair will not have to go and look at all of the cattle and seek out the “purple ribbon” animals but will be able to go into the Hall of Champions and see the finest animals of each class of livestock, including cattle, horses, sheep, goats, and swine.

Rapid strides have been made in the feeding of cattle in Texas. Through the efforts of the Breeder-Feeder Association, of which Frank P. Holland is president, more livestock is being fed in Texas than ever before in the history of the state. The third annual Feeder Show and Auction Sale which was sponsored by the Breeder-Feeder Association will be the big feature of the Beef Cattle Week at the State Fair. With this increased interest in the feeding of cattle, State Fair officials look forward to the Feeder Show and Auction Sale to be by far the most interesting and the largest since the show was organized three years ago.

Poultry premiums have been increased for this year's exposition. With a greatly increased industry in Texas, it has become necessary to add more premiums to the lists which have been in use during the past few years.

The poultry show will again be divided—with rabbits, pigeons, bantam chicks and 4-H Club poultry being shown during the first week and the second week being given over to the regular poultry show. Early indications are that the poultry building will be crowded to capacity.

“During the present campaign to diversify and feed the farmers at home,” Walter Burton, superintendent of the department, said, “there has been an increase in the poultry business. More people are turning toward poultry not only as a money crop which will go on throughout the year, but also as a meat crop for their food. We look forward to a greatly increased business next year. Poultry breeders expecting a big business year in 1932 are naturally coming to the State Fair of Texas to advertise their particular breed.”

The educational features of agriculture, livestock and poultry have been emphasized this year.

Educational features among the 4-H Club members encampment and the Future Farmers of Texas have also been increased. The 4-H Club work exhibit will be greatly increased this year, and it is expected that the encampment building where 4-H Club Boys will be guests during the first week and 4-H Club Girls will be encamped during the second week will be filled to capacity during the two encampments. There will be some 1500 boys attending the annual convention of the Future Farmers of Texas which will be held during the exposition.

“The State Fair of Texas is primarily an educational institution,” Mr. Jackson said. “Each year we pay particular attention to the educational features of our institution. Our directors work hard each year on our agriculture, our livestock, and our poultry departments.

“These three departments, of course, are the foundation upon which our great exposition has been built. They are educational to start with, because they teach the farmer, the livestock breeder, the poultry fancier the best methods of raising various farm crops, cattle or any livestock. When a farmer can be shown how his neighbor increased the yield of his acres, or produced a better quality product, then he is being benefitted.”

However, all work and no play will make someone a dull boy—so the old adage goes. For that reason the State Fair each year combs the entire country seeking the very best in amusement to give to visitors to the annual exposition. This year has been within keeping of the annual policy of keeping in trend with the amusement world.

The first amusement contract signed for the year was the securing of “Three Little Girls,” the latest Broadway production for the State Fair season in the Auditorium.

“Three Little Girls,” brings an innovation in musical romance circles to the State Fair of Texas—a revolving stage which gives to the piece the rapidity in action of a motion picture. The stage has been specially built by the Shuberts who own all the patents on it—and has proved a sensation in New York and Chicago where “Three Little Girls,” has

been successfully produced. The State Fair attraction broke all recent records for musical romance productions in Chicago, enjoying a run there of more than 32 weeks.

Such Broadway stars as Rose Martell, Clifford Newdahl, Patricia Allen, Margaret Speaks, Harry Puck, will be seen in the leading roles in the State Fair production of "Three Little Girls".

The First Annual Pavilion Show will be the attraction in the Livestock Coliseum. It will be a combined circus and rodeo, with a bevy of the best known acts in the circus world, and many widely known rodeo performers competing for prize money in cowboy sports.

Among the many widely known circus acts which will be shown will be the Five Lelands, the Lucky Boys, Nortons Stallions, Harmons Elephants, Finks Animals, Cook and Wiswell, Kenneth Waites, and Clifford Gregg, the Human Cannon Ball.

Entries have already been received from many of the best known rodeo competitors ever seen in a local cowboy meet.

On the Midway, the Beckman and Gerety World's Best Shows will bring many new and novel shows as well as fourteen of the latest riding devices. Among the carnival attractions will be the Ubangie Village of African Pigmies; Sultan, the racing lion; Mike and Ike, the only midget twins in the world; and many other novel attractions.

New devices have been installed on the permanent midway at the State Fair and will be in operation during the sixteen day exposition.

Many new exhibits will be seen in the exposition buildings. Early reports from the exhibit department point to all buildings at the grounds being filled. Among the new exhibits are many special mechanical ones. In the Dairy Products Building, there will be several combined dairy exhibits. All dairies have combined to put in an exhibit showing the relative value of milk as a food and to show the products of milk—cheese, butter, etc. Raw milk dealers will put in an exhibit and certified milk dealers have combined to put in a joint exhibit.

The U. S. Department of Agriculture will have an educational exhibit in the Dairy Products Building.

"We will present the people of Texas a well balanced fair program," Mr. Jackson said. "We believe we have improved every department connected with the exposition and feel that the people will visit our fair and be well repaid for more than one visit, as there is a great deal of interest in every building on the ground and it will be impossible for a person to see all of the sights and these things of interest in one visit."

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(INCORPORATED)

DALLAS

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Note companies you are interested in  
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Complete Investment Counsel Service,  
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with five times the income and profit  
possibilities.

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Phone: 7-8148

HOUSTON  
4th Floor—Esperson Bldg.  
Phone: Preston 6277

Executive Offices  
7th Floor—Waltower Bldg.  
Kansas City, Missouri



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We have very desirable office space arranged with warehouse or exhibit space adjacent thereto.



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Phone 2-7111      Second Unit, Santa Fe Bldg, DALLAS      Est. 1875

## ***"Yes, Mr. Cohen . . . There's a Magazine for Advertising Men in the Southwest."***

Just as we were basking in the fragrance of newly-flowered popularity, our ears were shocked with this dignity-blasting query:

"Is there an advertising men's magazine in the Southwest?"

Our prompt "Yes" and its follow-up placed another advertiser on the fast-growing list of those who instantly recognize the place we've earned in our three short months of being read by the higher-ups in the Southwestern advertising fraternity.

Yes, Mr. Cohen, there's Southwestern Advertising, to reach almost every outstanding ad man in these four states!

### ***Are YOU Reading It?***

A Sample Copy is 10c—a Year's Subscription, One Dollar.

**Southwestern Advertising**  
812 Wholesale Merchants Building  
DALLAS



Advertising rates supplied you from any of our five business branches in the Southwest.

## **Survey Committee**

(Continued from page 7)

satisfactory, being "no" in nearly every case. Some responses indicated that it would be well to advise those members in detail of Chamber of Commerce procedure, but all such replies indicated that the members were curious rather than critical, and simply did not understand all of the reasons for the handling of different matters in certain ways.

Question No. 5 was "Do you make use of the Chamber of Commerce of the United States through your membership in the Dallas Chamber?" There were very many more "nays" than "yeas" to this question, but it has aroused in the minds of a number of members an interest in this contact, and there seems to be a field among these responses for Mr. Leopold.

Question No. 6 was "What branch of the Chamber of Commerce work do you regard as most valuable to you?" Fifty-four replied "Industrial Dallas"; 41 did not specify any particular department, but indicated that all were valuable; 33 mentioned principally the Traffic and Transportation Department. The balance of the replies were scattered over various other phases of activities, and is significant that every department of the Chamber registered in the answers to this interrogation.

Question No. 7 was "Do you regard any branch of its present work as of doubtful value?" The responses to this question were overwhelmingly satisfactory, and those comments that might be regarded as critical seemed to be based on misinformation and misunderstanding of Chamber routine.

Question No. 8 was "Have you any additional activity to suggest which would benefit your industry in particular or the city in general?" As had been expected, the greatest number of and the most complete and lengthy communications were received in response to this query, and they will be the basis of the matters that will be passed on to the Board of Directors in more or less detail, some merely for the information of the Board, others with recommendations from this Committee.

Referring to the questions as a whole, every response under any question that indicated the slightest bit of dissatisfaction, lack of information or misinformation, was noted; the names of the members and their comments were brought to the attention of Mr. Critz so that the members can be contacted and given complete information and reassurances.

It was gratifying to the Committee to find in the minds of its membership so



unanimous a confidence in the Chamber of Commerce. It is undoubtedly of even much greater value, however, to have combed the membership in this way and dug out for personal contact and attention what few spots of dissatisfaction, either real or only apparent, as actually exist.

The result of the survey as a whole indicates that practically every member is well satisfied with its management. Not only did each department of the Chamber of Commerce have its particular supporters, but practically every department head was mentioned by name in very commendatory terms here and there throughout the replies.

Following the study of the responses to the above mentioned questionnaire, an inspection was made of the various departments. The Committee was impressed with the spirit of cooperation and harmony which seemed to exist between department heads and the various branches of Chamber activities. While each department has its individual staff, this spirit of helpfulness makes it possible for one department to assist another in case of necessity, and this fact is responsible for the comparatively low overhead expense that obtains throughout.

In the examination of the work of the Aviation Department, it was gratifying to learn of the high standing which Dallas now enjoys in the aviation world, and that we have here an aviation school of the very highest rank. It would seem advisable to enlarge, if possible, the budget at Mr. Fewell's disposal to cover entertainment of distinguished aviation guests.

Work for which he is responsible was discussed in detail with Mr. Fowler, Financial Secretary, and records for his purpose are apparently in the best of shape and kept up to date in the most satisfactory manner. Delinquent dues are given prompt attention and held to the minimum. A matter noted in this department is the fact that all monies representing a number of different funds are kept in one bank account. The Committee merely calls attention to this fact without recommendation.

It was gratifying to find that the expenditures of the Chamber had been kept within the budget limits, savings having been effected in some departments which more than offset increased expenditures above the budget in other departments. It was evident that the necessity for operating within the budget was receiving careful attention. As the result of this control, the deficit is being steadily reduced. The uncertainty under the present operating margin of the size of the general fund provides additional reason for every effort being made to increase the number of paying memberships.



## **We Know Not What Course Others May Pursue**

In these times of diminishing returns when business executives are burning midnight oil in a desperate effort to keep the prow of the Good Ship Business above the surface of the turbulent waters—in these times of reduced prices and mad scrambling for one's share of the smaller volume of business in all lines, many firms have resorted to what to them has seemed the most evident way of reconciling costs with selling prices—that of reducing the costs by reducing the quality of materials, workmanship, and careful attention given the manufacture of their product.

In such a situation, of course, every firm must follow whatever policy seems best calculated in its opinion to solve its problems.

BUT AS FOR US, we have staked the success of our journey to the Land of Prosperity on the policy that the best way to get business in good times or bad is to give the customer a little more for his money than the fellow down the street. Just because a customer is having to hold his expenditures to the minimum is no reason why he does not still appreciate quality, attention and honest effort at serving his needs. Believing this, we have striven to maintain the highest possible standard in our work, we have slackened our vigilance not one whit, and the steady, substantial volume of business which we are enjoying has amply justified our faith in this policy.



### **Texas Publication House, Inc.**

*"The House of Complete Printing Service"*

2500 McKinney Avenue

Telephone 7-1174

DALLAS

## ..... "Say It With Pictures" .....

It's more likely to be read if it can be told that way. Most people like to look at pictures, possibly because that is the oldest way of telling people about something they have never seen.

Try some pictures in your advertising, graphic explanations of what you talk about and your advertising will be more effective.

Underwood & Underwood Photographs are fine for that sort of work and if there is nothing in the files here they may be secured from New York on very short notice.

All kinds of art work for Advertisers on the top floor of the Allen Building—1816 to be exact—at the office of Hugh Cargo.

Come up or Phone when you need something in this line.

Booklets, Letterheads, Office Stationery, Trade Marks, Labels, Maps, Cartoons, Pen and Ink Drawings, Illustrations, Photo Retouching or Paintings in Color. Photographs by the World's best known photographers—Underwood & Underwood, either reserve photos or if you prefer specially posed to tell YOUR story.



**HUGH CARGO**  
1816 Allen Building  
Dallas, Texas

# "Reach



for a  
telephone"  
instead of writing. Long distance telephoning helps socially-busy women keep up with out-of-town friends.

The work of the Wholesale Merchants Association, now being carried on under the direction of Mr. E. F. Anderson, is keeping up the splendid standard it has maintained for many years, and is apparently setting a remarkable record this year despite general conditions. The good-will tours and special trips conducted by this department are of value to all Dallas, and the organization of the Foreign Trade Club, now under way, should enhance the prestige of Dallas with foreign countries, Mexico particularly. Twenty-three semi-annual style shows have been conducted in Dallas, which is believed to set a record for continuity in this field.

An interesting feature noted in the discussion of this department, is the fact that Dallas retailers are patronizing Dallas wholesalers and manufacturers in an increasing degree.

In Industrial Dallas, your Committee found nothing to detract from the very splendid report made by this division of the Chamber recently. We were impressed, however, by the fact that a Research Library was urgently needed as a part of the Chamber of Commerce work, and that the Industrial Department was the logical one to build up such a library. This department has accumulated a great mass of data, but this will depreciate rapidly unless kept up to date. One man trained in research work, would represent the only cost, and with the United States Chamber of Commerce bulletins and files available, his work could be simplified. As indicated in the preceding, such a library would be of value to the entire organization and the nucleus is already established in this department.

In the department of Publicity we were interested in the continued success of "Dallas" the official organ of the Chamber. It is a tribute to Messrs. Bateman and Wallis that under conditions of the last year this publication has held its own and maintained its high standard. We find an impoverished supply of Chamber of Commerce literature and would point out to the directors the need of more literature of a higher grade and in color. The quality of printing employed in some of the literature is subject to criticism. This is a natural result of letting printing jobs on price rather than quality, and the desire to divide the printing business of the Chamber among the printer members thereof. We recognize the fact that the Chamber must be politic in this respect, but literature requiring the highest grade work should be placed with shops equipped to handle the job properly, and some other type of printing preserved for a less well equipped plant. The folder, "DALLAS, A

J. L. BURGESS  
M. N. CHRESTMAN  
O. A. FOUNTAIN  
L. E. ELLIOTT  
O. D. BRUNDIDGE  
H. A. BATEMAN  
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and Real Estate Practice.

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INCORPORATED

Tailors & Importers

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Fall and Winter Importations  
Also A New Price Range

**SUITS AND OVERCOATS**

\$100.00 to \$125.00

With no lowering of their  
High Standard.

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las' outstanding busi-  
ness publication.

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BOOKBINDER**

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**Blank Books**

Loose Leafs and Binders  
made to order

**7-5561**

416 S. ERVAY

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Rubber Stamps



STENCILS  
SEALS  
METAL  
CHECKS

1015 Elm St.  
DALLAS

**FRIENDLY CITY IN A FRIENDLY STATE** is an example of a good idea not so well executed.

The Publicity Department is principally employed in setting the advantages of Dallas before the world both nationally and locally. It enjoys the confidence and cooperation of the local press, and its representatives serve as correspondents for the local papers when the latter cannot spare reporters to accompany trade trips.

A particular need in the department is a keyed city map. None are available for either Dallas residents or visitors. "How to See Dallas" is decidedly interesting, artistic, and serves as a beautiful souvenir; however, it lacks the street details which is especially needed by strangers to put them at ease and gratify their sense of self reliance.

The Transportation Department presents an impressive appearance with its very complete system of very complicated files bearing on the many ramifications of transportation rates. This department seems to serve more members of the Chamber than any other of the divisions. This service ranges naturally from one or two calls per year from some members to a number of services a week to other members. It is suggested that a record of services rendered each member be kept in this department looking to a re-adjusted membership subscription, in those cases where it is found that members are actually costing the Chamber money above their membership or budget subscription.

In the absence of Mr. Black, the work carried on by him in connection with the Retailers Association and the Convention Bureau, was discussed in detail with Mr. Crampton. It is a matter of general knowledge that Mr. Black has rendered splendid service in connection with Convention work, and he accomplished this even though one-third of his time is occupied with the Retailers Association.

The need of a downtown auditorium in Dallas comes promptly to mind in the discussion of convention work, and it is recommended that this need be constantly borne in mind by the Board of Directors and every opportunity to impress such need upon the public of Dallas be utilized.

The Committee held constantly before it the question as to whether or not the membership was adequate for a city the size of Dallas. Comparing membership and income with other cities comparable in size and character it is felt that there should be added to our rolls 1000 members, each representing an additional \$30.00 per year income. Through the very good work that has evidently been done

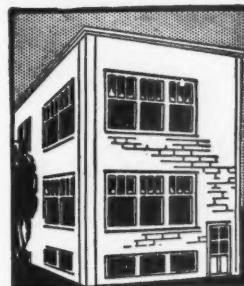
by Mr. Fowler, assisted by Messrs. Bell and Lancaster, from January 1st to July 1st, this year, there has been a decrease of only 93 in the membership, which as of July 1st, totaled 1655, composed of 1182, \$30.00 members and 473 budget subscribers. Yet, this appears too low, measured by the yard-stick of comparable cities.

The few recommendations this committee has made that involve additional expenditure could be easily carried out if the 1000 additional paying members, which we recommend as the goal, could be added during the next six months. While at first thought such a goal might seem unattainable, an analysis of our field if thoroughly made, would, in our opinion, indicate not only the possibility, but the probability of obtaining this many additional members between now and spring. For a test survey, the Committee took the classification of doctors and lawyers. It was found that of the 475 doctors in Dallas, only 35 are members of the Chamber of Commerce, leaving 440 non-members. Of the 623 lawyers, 66 are members, 557 are not members. There would really seem then to be an opportunity for an increase in membership. A similar check of other lines of business might prove very illuminating and stimulating to the Membership Committee.

An activity recently carried on through the Executive Department has won the commendation of your Committee, this being another questionnaire in which the members have been asked for complete information regarding the merchandise or service which they offer. The response to this questionnaire is very heavy and the information quite complete. The information is now being compiled in a master directory which will be broken down into a very complete group file from which any question that might be asked concerning where to find given merchandise or service can be answered promptly and accurately.

A development now under way by the Executive Department looking towards cooperation with Southern Methodist University in business research promised remarkably fine results. Details of this work cannot be supplied until later, but the Survey Committee, who can take no credit for this step, desires to recommend it highly to the Board.

In considering the various suggestions made by individual members of the Chamber, your Committee was much impressed with the large number of them that bore upon the suggestion of promoting home products in both manufactured articles and professional service. There is a real demand that home products be patronized, and the thought that the Dallas



An empty building is an eyesore—more than that, however, to the owner of the building. Every day that passes he must charge up a day's rent in red ink. In a city that is growing as fast as Dallas no building will stay empty long if the rental is handled by an aggressive dependable firm. Let us consult with you about this phase of city beautification.



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Insurance—Property Management  
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## The Pivotal Point of the DALLAS WHOLESALE MARKET



WHOLESALE MERCHANTS  
BUILDING

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Space available in units  
of 250 to 3000 square feet

The home of scores of wholesalers  
and manufacturers

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DALLAS, TEXAS



*A Glorious Musical Romance of Gay Vienna*

## THREE LITTLE GIRLS

Messrs. Shubert present one of the most captivating of current operettas. A huge cast of 104 artists, including many favorites of the musical stage, will be seen during the State Fair presentation. "Three Little Girls" has been a brilliant success in Europe, Chicago and on Broadway. Romantic! Melodious! Extravagant! Don't miss it!



### THE SEASON'S OUTSTANDING FOOTBALL GAMES

Oct. 10—Texas A. & M. vs. Iowa—Afternoon  
Oct. 10—Dallas Tech vs. Woodrow Wilson—Night  
Oct. 13—Texas Tech vs. Haskell Indians—Afternoon  
Oct. 13—Forest vs. Oak Cliff—Night  
Oct. 16—Terrell vs. Bacone Indians—Night  
Oct. 17—Sunset vs. Woodrow Wilson—Night  
Oct. 17—Texas U. vs. Oklahoma U.—Afternoon  
Oct. 19—Prairie View vs. Wiley College—Afternoon  
Oct. 23—Terrell vs. Texas Tech Freshmen—Afternoon  
Oct. 23—North Dallas vs. Oak Cliff—Night  
Oct. 24—S. M. U. vs. Centenary—Afternoon  
Oct. 24—Forest vs. Dallas Tech—Night

### HUNDREDS OF OTHER ATTRACTIONS

South's Largest Agricultural Display  
Huge Poultry Show  
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Fine Arts Show Band Concert  
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Beckman & Gerety's Shows

### SPECTACULAR PAVILION SHOW

Thrills! Comedy! Amazing acrobatic feats! The best Rodeo, Circus and Vaudeville acts ever seen in Texas, all combined in one great revue. Ten big acts that will keep you thrilled and entertained every minute of the time. Starts Oct. 11th, closes Oct. 23rd.

T. E. JACKSON, President.

Chamber of Commerce should be active in this work was expressed in many different ways. The Committee brings this fact to the attention of the Board in the hope that plans may be worked out whereby home institutions may be developed, but without seeming to attempt to build a wall around Dallas, and certainly without working an injustice on the branch houses of out-of-town or out-of-state firms.

A suggestion which we pass on to the Board with favorable recommendation is that the Board of Directors consider ways and means by which we could officially assist the Community Chest to induce headquarters of foreign concerns maintaining branches in Dallas to contribute adequately to the Community Chest fund in those cases where authority to do so is not already allocated to the Branch Managers.

A matter that is indirectly a Chamber of Commerce activity is that of traffic safety. The Safety Committee could undoubtedly depend upon the whole-hearted cooperation from the City Hall at this time, and it has been suggested by a number of members that the Chamber of Commerce should urge upon the City Administration a better regulation of traffic. The City Manager at a number of informal conferences has indicated his desire to have the assistance of the Chamber Safety Committee, and we would urge that this work be prosecuted as rapidly as possible.

The same feeling of confidence in the present city government prompts us to pass on to you recommendations that have come from various members to the effect that the Chamber of Commerce ask for better enforcement of clean streets and side walks and calling our attention to matters of taxation and other problems of a governmental and civic nature. One of these members extends his suggestion to include matters of county and State government, asking for reforms in collection procedure, crime prevention and more scientific taxation.

A suggestion received from one of the members which we pass on to the Board merely for their information is as follows: "The Texas State Fair is a Texas-Dallas institution, yet the Retail Merchants have no representative on their Board. The main Exhibit Building is retail, yet no help or advice is wanted by the Board."

A recommendation from one of the members which we pass on to the Board with our approval, and which we believe the entire State would appreciate and react favorably to, is as follows: "What do you know about Texas? It seems to me that through cooperation of hotel men, oil companies and other agencies, likely to bene-

fit directly from the enterprise, a campaign could be started in which everyone who takes a vacation could make it a point to visit some section of the State at least 300 miles distant from home and become acquainted with what is going on in his State. A tour of this character, would in my opinion, be of untold benefit to Dallas and the State in general. What do you know about salt, sulphur, shipping, gas and oil? If you get what I mean."

An activity which we urge be organized in some systematic way is that of adequately showing Dallas to important visitors and prospective newcomers. This is mostly successfully done in many of the smaller cities of the country, and in such cases it is an easier task than in cities the size of Dallas and larger. Because it lacks any points of particular historic interest, travelers to Dallas, unless given special attention, will only see the downtown section; yet an hour's drive, properly planned, will make a most valuable and lasting impression. Careful thought looking towards the organization of what might be termed a Hospitality Committee is urged and it is possible that the Automobile Club might be glad to assist very materially in the working out of such plans.

With our regrets that this report was not placed in your hands much earlier, but appreciating this opportunity of serving the organization to which the Board members give so generously of their time, we submit the foregoing as the results of the survey we have made.

Respectfully submitted,

Signed:

J. HOWARD PAYNE,  
Chairman

HAROLD VOLK,  
ARTHUR T. SIMPSON,  
O. S. BOGGESS,  
ERNEST R. TENNANT,  
Survey Committee.

■ ■ ■

#### WHO?

Three fellows—a doctor an architect and a bolshevist—were talking together, and each claimed that his kind was the oldest and most important.

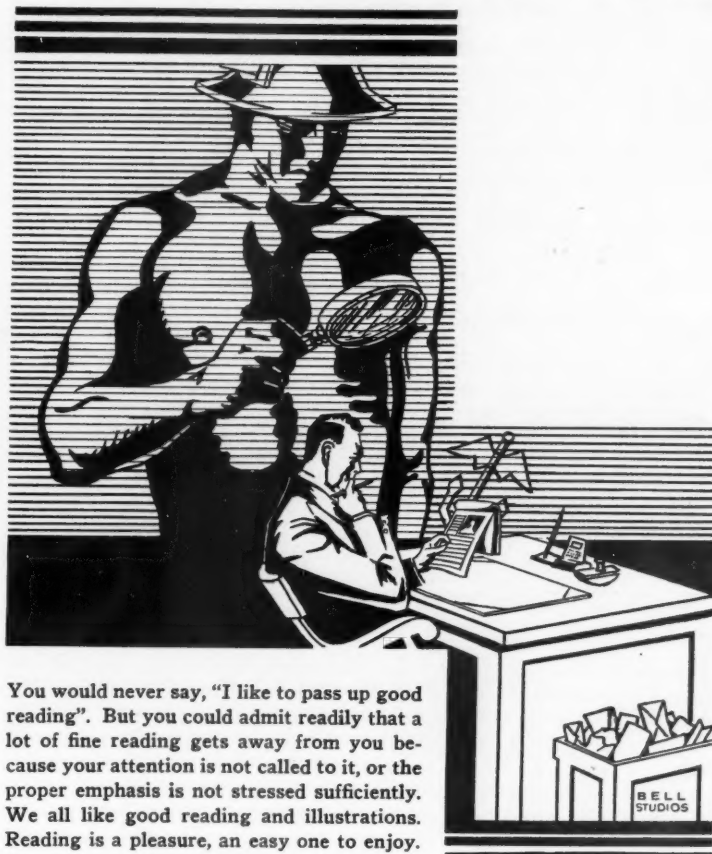
The doctor said: "When Adam's side was opened to take out a rib to make a woman—that was the first surgical operation."

The architect said: "Yes, but when the earth was made of chaos, before Adam's time, there had to be building plans—and an architect had to make them."

The bolshevist said: "You are right, but who supplied the chaos?"

—Exchange.

## They Thoroughly Enjoy Good Reading



You would never say, "I like to pass up good reading". But you could admit readily that a lot of fine reading gets away from you because your attention is not called to it, or the proper emphasis is not stressed sufficiently. We all like good reading and illustrations. Reading is a pleasure, an easy one to enjoy.

You look twice at a story, a person, a building, in fact anything, because something has attracted your attention, caught your fancy. The physical appearance has demanded your consideration and concentration.

Direct-Mail deserves to be made so readable and attractive that people are forced, literally, to appreciate what you have to say. This result, of course, requires considerable forethought. It is not easy to convince hundreds of people that you deserve their trade.

Call in the men associated with this company and then your ideas, theirs, or a combination of both, will start you toward the profits that come from Direct-Mail. Direct-Mail is only profitable when you do not abuse your privilege—the use of the mail for the distribution of readable literature.

## Southwest Printing Company

COWAN -- VAN HUSS -- MALONE

Telephone 2-9224

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# Buyers' Index

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ACCOUNTANTS AND AUDITORS

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ARCHITECTS

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DALLAS

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ALLISON AWNING COMPANY

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Best Known  
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## Blue Prints

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A Better Dressed Catalogue  
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ASK



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Cover Company  
TO ASSIST YOU  
Covermakers — Bookbinders  
1902-8 Orange 7-5179 DALLAS

## Business Colleges

FOR FORTY-FOUR YEARS

We have been supplying the business men of Dallas with competent Bookkeepers and Stenographers. Phone us to send you a good one.

**Metropolitan Business College**  
Phone 2-3534 Dallas, Texas

## Concert Season

(Continued from page 8)

literature since the time of William the Conqueror.

Their programs always include Irish songs with their Celtic joy and mystic sadness; Highland melodies, recalling the bagpipes and heather of the plaid-skirted Scots; and the stirring war songs of the Jacobite period of History.

The course will close with Jose Iturbi, Spanish pianist, on April 4.

Within the past four years Spain has sent us a succession of great artists—a magnificent painter in Zuloaga, a distinguished conductor in Arbos, a fascinating dancer in La Argentina, an unique guitarist in Segovia. Last season it completed that list with Jose Iturbi who made his name a household word in musical America in a little more than three months.

Born in Valencia in 1895, Iturbi studied in the Conservatory of his native city where he was hailed as a child prodigy. From Valencia he went to Barcelona, then to the Paris Conservatoire from where he was graduated at seventeen with first honors. In 1919 he accepted the post of the head of the piano faculty of the Conservatory of Geneva, a position once held by Liszt. He remained there for four years until his concert work allowed him no time for teaching.

Today he has toured all of Europe, South America and most of the United States. His first American tour included appearances with the Philadelphia Orchestra, the New York Philharmonic-Symphony Orchestra, the Cincinnati Symphony, the Boston Symphony, and the Chicago Symphony.

Although Iturbi makes his permanent home near Paris he says that since being in America he would like to live here. This country he considers the most stimulating for an artist, the only place where contemporary art can flourish and grow.

Mr. Erlander pointed out that all seats will be reserved for the forthcoming season, even those maintained for school children in the balcony.

Though the Legion feels that in offering to the public such a worthy and entertaining course at such a small price it is performing a distinct civic service, it is desirous that the public shall know that all profits will be spent in unselfish enterprises.

"Cooperating with other veterans' organizations, the Legion maintains the Veterans' Employment Agency," Mr.

# Buyers' Index

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Wholesale Collections

408 Santa Fe Bldg.  
Established 1918

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STEEL AND COPPER  
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**HOUSTON EXTERMINATING**  
COMPANY

HARRIS SYSTEM

Termite Proofing and Exterminating  
520 Construction Industries Bldg.  
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In 1907 as in 1931

"A Good Agency to Do Business With"  
Insurance of All Kinds

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Suite 909-910 Southwestern Life Bldg.  
Phone 2-4543 Dallas, Texas  
Member of the Chamber of Commerce

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**Janitors**  
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Everything for Cleaning  
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# Buyers' Index

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Erlander said. "Cases of needy, disabled veterans which none of the other charitable agencies can handle, are taken care of by the Legion. Also the hospitals are helped, and patriotic programs in the schools are part of the educational and civic program of the Legion."

■ ■ ■

## New Spanish Newspaper for Students

Something new west of the Mississippi and national in scope will appear October 1, when the first issue of LA LUZ, semi-monthly students' Spanish newspaper will be distributed by Banks Upshaw and Company, one of Dallas' youngest publishing companies. William T. Tardy, teacher in the Dallas high schools ten years and author of four Spanish textbooks, is the editor.

All printing, engraving and artwork on the four-page profusely illustrated paper will be done in Dallas. It will carry no advertisements but will be sold by subscription or single copy. Its purpose, as expressed by the editor, is to "throw light on Spanish and create the most elementary sheet on the market."

Senora Consuelo Garza Brockette, associate professor of Spanish at Texas Christian University, will serve as associate editor. Correspondents have been appointed at El Paso, Los Angeles, Boston and Chicago.

Requests for more than 20,000 copies of the first edition have been made as the result of a penny post card folder sent out last spring. Mr. Tardy attributes this advertising return to the wide use of his textbooks in more than 500 schools over the nation. The State of Louisiana, and the cities of Los Angeles, Chicago, Philadelphia and Dallas have adopted one or more of them.

Outstanding in the orders for the paper before it came off the press is that from the Gary, Ind., school board. In educational circles, Gary is noted for its model school system.

Mr. Tardy holds a master's degree, edited a Spanish-English newspaper during the War and lived in Spanish-America for three years. Mr. Upshaw was educated in the Dallas schools and holds an A. B. degree from Rice Institute. For several years he represented one of the largest publishing companies of the East in the Dallas trade territory. He became a local publisher two years ago with his first publication, "Easy Spanish Reader", by Tardy.

# Buyers' Index

### SCHOOLAR, BIRD & McCULLOCH

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gun"

It's good to hear the  
voice of an out-of-town  
friend. Never before has  
long distance tele  
phoning been so fast,  
so clear, so cheap.

## Boat Racing

(Continued from page 9)

President R. B. Lechenger of the Mississippi Valley Power Boat Association praised White Rock highly, calling it the "million dollar race course of America."

In 1931 Dallas has continued its march ahead, with victories in many small and large races, extending from the Gulf to Oklahoma, from Shreveport to El Paso.

Dallas has the distinction of having the first woman Outboard driver of the Southwest, Lilyan Carolus and her "Dallas Maid". It also has the boy flash, Bob Mitchell, Jr., better known as "June Bug" for his diminutive size. This boy who is only 14 years old is one of the youngest ever to qualify under the rules of the American Power Boat Association. He has already established a mark of twelve first places in fourteen races during his first year of driving.

The Dallas Boat Club is proud of the fact that not a single member has had a serious accident in any race during the five years of its organization. Rules governing competition and the high type of sportsmanship displayed by drivers account for this remarkable safety record. Outboard motor racing, as practiced by the Dallas Boat Club, is solely a matter of sport. The boats and motors are owned by the individual drivers, and are raced for the thrill of the game, rather than for money, as it is impossible to do more than to meet a part of the expenses from the prizes that are won.

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The Dallas Park Board has done much in the improvement of White Rock for boating but there is still much that can be and should be done, if the sport is to continue to grow. A reasonable regulation of various types of water craft would do much to encourage the wider use of White Rock for sport and pleasure boats. Provision for boat-houses is one of the greatest needs. This problem is a big one and is worthy of the serious attention of those who wish to see boating assume the proportions as a popular sport which the growing interest in boats and the water indicate that it might assume. Until the people who want to own their own boats can find places in which they can care for their craft in a proper manner, readily accessible, orderly, attractive, and not too expensive, boating cannot grow as surely it would if such facilities were available.

We all know that automobiles created interest in good roads. We know, too, that good roads made the automobile the basis of a giant industry, and that the entire nation has benefited tremendously through the creation of splendid highways. All of which is as it should be. It is not necessary to build highways for boats—the highways are already provided in the rivers and lakes and the abundant waterways.

During the past quarter century we have changed our ways. We have become out-of-door people — sportsmen, learning to enjoy life and becoming better workers because of it. America has taken to the water. For a generation the motor car attracted us all. It carried us to scenes and places we could not otherwise have known. Motoring became an obsession and has grown now to a utility—for there is no more sport in it, no means of recreation, with crowded highways, with necessary restrictions, with lack of freedom to relax that must be associated with genuine recreation. Motorboating is the logical step for the present day seeker after true relaxation.

If, then, we can make White Rock and Lake Dallas better places for boat-lovers—places where people may enjoy the water—we shall have added greatly to the value of these two natural advantages possessed by our city. The Dallas Boat Club is working toward this end. As a member of the National Outboard Association and the Mississippi Valley Power Boat Association it is cooperating in the development of the pleasure aspect, not only of local courses, but of the waterways of the country as a whole. It is looking forward to the completion of the Trinity Navigation project and the New Mountain Creek Lake as an important advance in the pleasure resources of the people of Dallas.

So general is the appeal of its ideals and purposes that the membership of the Club has grown from ten Outboard drivers in 1927, to more than one hundred adherents of water sports, including boat-owners, racing fans, and non-boat-owning citizens. All kinds of boats are represented, from the smallest Outboard to the finest sedan-type Inboards.

Officials of the Dallas Boat Club are: Larry J. Nauroth, Commodore; Louie Hanks, Vice Commodore; Harry C. Schuett, Treasurer; Anthony F. Hopp, Secretary; R. F. Mitchell, Fleet Captain. The Secretary's mailing address is P. O. Box 2939, Dallas.

Business firms handling boats and equipment in Dallas are: Outboard division—R. F. Mitchell, Colonial Motor Company, Caille and Evinrude motors; Cullum & Boren Co., Johnson motors; Huey & Philp Hardware Co., Evinrude; Harry C. Schuett, Indian Outboard motors.

Inboard Speed boats—Day & Slater, Chris Craft and Dart boats; North Texas Boat Co., Dee Wite Runabouts; R. A. Mayes, Dallas Boat Works, Dodge Speed boats.

• • •

## Dallas Leads

Conceding other Texas cities a big advantage in the area covered by their corporate limits, Dallas still leads all cities in the State by a substantial margin in native white population. A breakdown of population figures, just released by the Bureau of the Census, shows the following native white population for the four leading Texas cities:

Dallas	209,247
Houston	203,394
Fort Worth	134,276
San Antonio	122,698

These figures are for corporate limits of approximately the following:

Dallas	45.1
Houston	72.8
Fort Worth	58.0
San Antonio	75.0

If the totals of native white population for Highland Park and University Park are added to the Dallas totals, the native white population of Dallas exceeds the native white population of Houston by more than 15,000, for a combined area still only about two-thirds of the area for which the Houston population was taken.

The negro population of Houston is 63,337, of Dallas 38,742, of Fort Worth 22,234, and of San Antonio 17,978.

The Mexican population of San Antonio is 82,373, of Houston 14,149, of Dallas 5,901, of Fort Worth 3,955.

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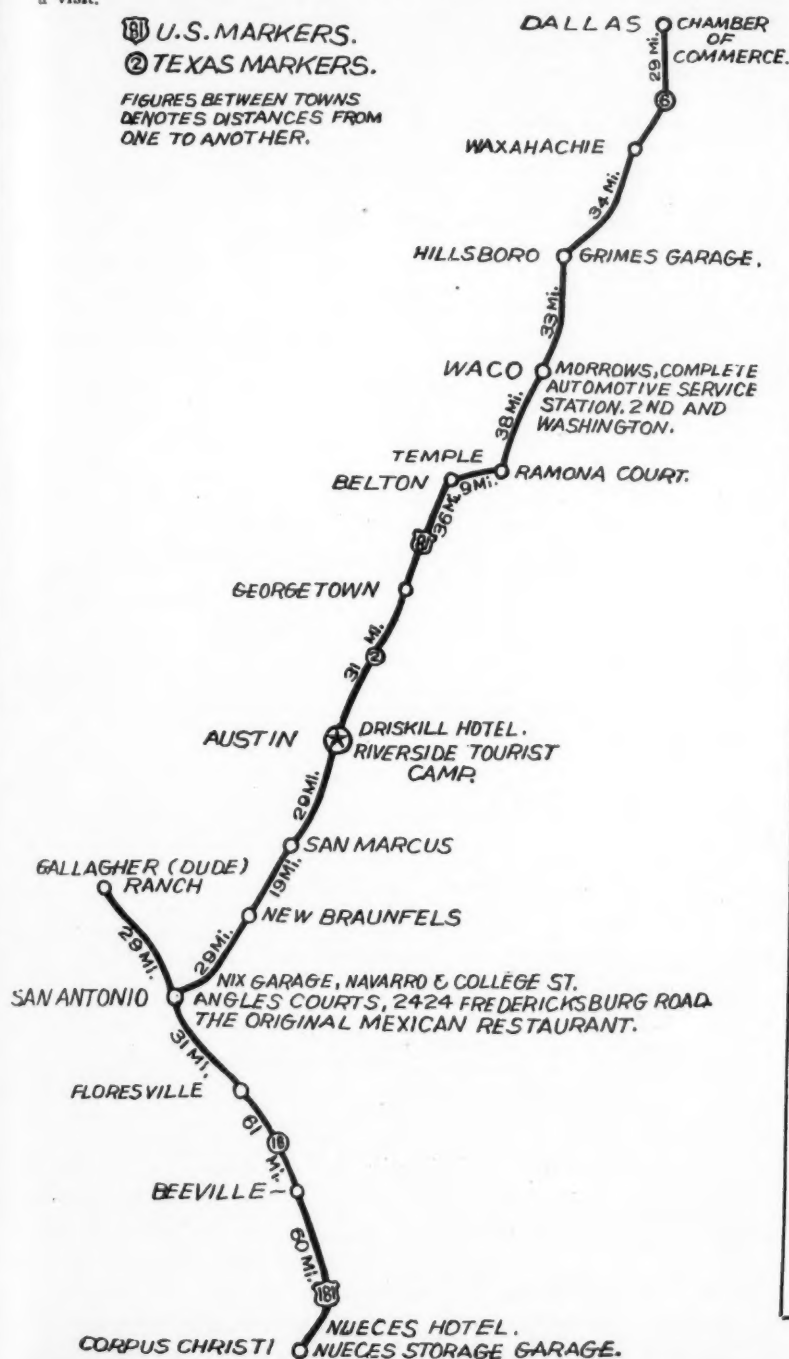
Appreciating the fact that no State has more to offer the vacationist than Texas, we present in this issue of "DALLAS" the fifth of a series to appear monthly, which we trust will serve to induce many natives of our State, as well as motorists from other States, to "TOUR TEXAS THIS SEASON".

May we especially call your attention to the list of high-class business firms appearing on our log—each of which is anxious to assist you in any way possible, that your visit to their city may prove to be a pleasant one. Pay them a visit.

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ONE TO ANOTHER.



## SAN ANTONIO TEXAS

### Where The Sunshine Spends The Winter

▼ ▼ ▼

At this season when you are considering a place to spend the cold winter months, may we suggest that you investigate the South's greatest winter resort — San Antonio.

A letter to the San Antonio Chamber of Commerce will bring interesting literature of the Alamo city.



# Junior Chamber News

The Dallas Junior Chamber of Commerce has tendered the United States Junior Chamber of Commerce \$1,000 to be used toward the creation of a permanent trust fund, and to be paid if ten other local organizations subscribe \$1,000 each and if National President George Olmstead secures an additional \$10,000 from outside sources. This total of \$21,000 must be raised by April 1, 1932, according to the resolution past by the Dallas Junior Chamber of Commerce board of directors.

This gesture is a means of expressing the vital interest the Dallas Junior Chamber has in the national organization. The members of the local group are distinctly nationally minded, and realize that prestige accruing to them will be materially enhanced by making the national body stronger.

It was decided to have a special membership campaign headed by Eric Gambrell who will be aided by N. A. Easter, Archie E. Hunter, Lyman G. Thompson, vice presidents; W. Frank Lloyd, W. W. Renfro, Norvelle W. Harris and others to be appointed by Gambrell.

R. D. Rice was appointed to create a political education department as a new activity in the Junior Chamber. This department will in time offer night discussions and round-table conferences led by prominent business men and authorities on such subjects as contemporary economics and history, public speaking, government, politics, parliamentary law and similar subjects in which the young man is primarily interested.

Archie Hunter and Irving Pierce will

investigate the various ways in which the Junior Chamber may aid in alleviating the unemployment distress for this winter.

Steve Oprendeck and Elbert A. Baugh will devise the most expedient measures of cooperating with the safety committee appointed by Mr. Edy and with the special Chamber of Commerce Committee on safety and relief of traffic congestion.

Plans are also being made for the Love Field air show to be held upon completion of the \$300,000 improvements. The Junior Chamber plans to give Love Field a big send-off in an effort to obtain an A1A rating. This air show will be in charge of Forrest F. Cannon, Peyton Townsend and Lyman G. Thompson.

Junior Chamber of Commerce speakers for regular membership luncheon meetings during the month of August were E. L. Swazey of the Pan-American System of New York City who gave a talk on the practicability of air mail to South American countries, and Mr. Bill Potts of Dallas who spoke to the members on "Education". Miss Jean La Rene of Dallas, Miss Ruth Stewart of St. Louis, Miss Debbie Stamford, all noted flyers of the Southwest, Major Bill Long and Leroy H. Luckey were guests at the aviation luncheon to hear Mr. Swazey speak.

In conjunction with the dedication of the new Y. M. C. A. Building the Junior Chamber will hold their regular once-a-month night membership meeting at the building on September 30.

Two of the calves bought for boys in the country by the Junior Chamber of Commerce through its live stock committee proved to be wild ones. They proved unmanageable so were exchanged for domesticated calves.

## Sales Management Magazine

*Sales Management*, a magazine published in New York and read by thousands of sales executives throughout the country, makes the following comment in its issue of August 22, concerning "The Southwest Market", published by Industrial Dallas, Inc.:

"Many of the marketing strategists who are now engaged in shuffling their distribution centers for more effective development of growing markets will want to study Industrial Dallas' timely contribution to marketing data. This is a handsome book of 145 pages devoted to the

history, present status and potentialities of the Southwest. It presents population and county buying power figures, describes the manufacturing, warehousing, distributing, transportation factors and development tendencies which make Dallas a point to merit the most earnest consideration of the alert manufacturer. The chapter on Texas corporation laws is an unusual feature of the study, and an insert of four-colored maps showing distribution of retail outlets, distribution of spendable money income, distribution of population and rail service from Dallas add to its value."

## A New Resident

A new resident in Dallas who is destined to exert a wide and important influence in the community life of the city is Charles H. Meredith, new director of the Dallas Little Theatre who succeeds Oliver Hinsdell.

Mr. Meredith arrived in Dallas on August 31 and has now settled down to the business of meeting and interviewing prospective talent and workers with whom he is to be associated during the coming season. He is also interested in knowing the persons who constitute Little Theatre audiences in order that he may gauge his productions to the tastes of local audiences.

The first production of the season will open on October 23 and according to present plans will be S. N. Behrman's, "The Second Man."

## Chamber Operating Cost Reduced

The operation of the Chamber for the first six months of 1931 as compared to the corresponding period of 1930 shows very gratifying results to the officers and directors.

At the beginning of the current year we carried over from previous years a deficit which was caused principally by the expense of the addition of the 6th floor to the Chamber building in the Fall of 1929 and the expense of dismantling of a government steel hangar at Little Rock, Arkansas, and the removal of the same to Hensley Field and re-erection at that point the latter part of last year.

In spite of the fact that our revenues decreased 9 per cent the first 6 months of this year as compared to corresponding period last year—by effecting strict economy in the handling of the Chamber's funds, we were able to decrease our expenses 19 per cent and on account of this saving we have reduced the deficit carried over at the beginning of the current year.

The books and accounts of the Chamber are audited semi-annually by one of our member accountant firms.

Activities of the Chamber have increased 25 per cent.

Jones—A fellow wrote me a letter saying he'd shoot me if I didn't stay away from his wife. I'm terrified.

Smith—Why don't you keep away from his wife?

Jones—He didn't sign his name.

*Doherty News.*



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